

One of our earliest customers was a Hong Kong based sports wear manufacturer, this manufacturer had decided to design their brand around the concept of being based in London.



Their product was high quality, but they were struggling with finding repeat customers, and were repeatedly hampered with customer support.

Firstly, the products were very clearly coming from outside the UK, with Chinese labels and import notes all over the boxes.

Secondly, their customers were becoming frustrated, they believed they were ordering from a British company and expected delivery within a few days, but instead, were waiting 4+ weeks for a product to arrive.

Finally, customers were also receiving large tax bills for import duties owed on their new products.



Our task was to improve customer relations, and improve the company's image in the UK, while they continued to manage operations in SEA.

We approached this in 2 different ways, firstly we looked at the expected number of sales for the next 6 months and requested that the manufacturer imported these into the UK in a 40ft container.

We then found a UK based fulfilment centre; this fulfilment centre agreed to store the products and mail them out to the customer when the orders came in. We negotiated the best possible deal for our client and took out the hassle for shipping and customs support.

Customers waiting time was cut down from 4 weeks to, in some cases, 24 hours! Leading to a huge increase in positive feedback and customer buzz!

We followed this up, with a stringent marketing campaign, by including promotional materials in the products packaging, we offered the giveaway of another product if our newest customers tagged us in social media posts.

The increased customer satisfaction meant that customers were much more willing to actually share out company on their social platforms, as they were still hyped around the product, having ordered it so recently! We saw a 200% increase in social media tagging in the 6 months after distribution was moved to a local network.

The next challenge we are working on for this client, is to expand distribution more directly into the USA.