

Cotton Traders case study

“myHermes has provided added choice to our customers to ensure our returns offering is an ideal fit with their busy lifestyles.”

Gail Jones, Head of Operations, Cotton Traders

Key points:

- Effective returns solution to meet needs of customers
- Simple and hassle-free service ordered online
- Added choice with courier collection and ParcelShop drop-off
- Enhanced consumer experience

Background:

After enjoying huge success as International rugby players through the 70's, Fran Cotton and Steve Smith founded Cotton Traders in 1987 and over the years have made it into one of the most successful home shopping companies in the UK. Cotton Traders now employs 1,125 staff between the Home Shopping & Retail divisions and has an annual turnover of more than £76 million.

The Operation:

In April 2013, Cotton Traders, the UK clothing and footwear company, launched a new returns solution in partnership with Hermes. The service takes advantage of myHermes Returns to provide a convenient and hassle free means of returning unwanted purchases.

The solution provides a dedicated area within the myhermes.co.uk website, enabling customers to arrange a courier collection or myHermes ParcelShop drop-off online. Courier collections can be organised on a specified day direct from home, neighbour or nominated safe place, whilst a drop-off can be arranged at one of more than 2,000 convenience stores nationwide.

The Benefits:

"Excellent customer service is always at the heart of Cotton Traders, so an effective returns service is essential to our business. Our aim is to provide more flexible and cost effective options for our customers and we've already seen an encouraging response in the short time it's been available."

We have been reviewing feedback during the early stages of the service and the overriding response has been very positive. Our customers have been particularly pleased with the simplicity as well as having the ability to drop-off items at a nearby convenience store without the queuing usually associated with sending a parcel. As a result, we are commencing a major campaign to publicise the returns solution in the run up to our peak Christmas period."

Gail Jones, Head of Operations, Cotton Traders