



CASE STUDY



high  
street tv



An agile supply  
chain partner  
supports sales  
growth for  
**High street TV**



advanced  
intelligent supply chain



**High Street TV (HSTV)** is a multi-channel retail business operating in the UK and internationally.



## Customer Overview

Founded in 2008, it is one of the UK's fastest-growing companies as recognised by The Sunday Times Fast Track 100 and International Track 200.

HSTV's products are stocked in more than 2,000 retail outlets, including Argos, John Lewis, Curry's, Harrods, and all major supermarkets. HSTV also has a presence in nearly every household across the UK through its five 24-hour dedicated shopping channels on Sky, as well as advertising on over 50 digital television channels.

With products ranging categories from Home & Kitchen, DIY & Garden, Fitness and Health & Beauty available to buy via TV, online, print and mobile, this retailer was in a unique position when the country locked down and people were asked to stay at home as demand for these products went through the roof.

## The backdrop

HSTV appointed Advanced Supply Chain Group (ASCG) in October 2019 to provide technology-led solutions to the company's warehousing, fulfilment and returns requirements.



**ASCG had already worked with HSTV to put strong foundations in place. With robust KPIs in place, the partnership had delivered key objectives throughout peak trading including:**

- Operational and technical support to despatch nearly half a million products
- Developing bespoke IT to deliver sales promotions such as bundles and BOGOF to customers
- Ensuring compliance through development of b2b and b2c standard operating procedures
- Addressing the issue of returned stock recovery through inspection, refurbishment to good or 'nearly new' and achieving a higher sale value.

## The challenge

### Managing unexpected demand

# 381,400

ASCG despatched more than 381,400 units across 395 SKUs

# 40%

10 key products



Despatches rose by

# 102%



When COVID-19 hit, HSTV's initial concern of reduced sales quickly shifted to managing the unexpected increase in demand for fitness, gardening and DIY products - a hot commodity during lockdown.

As HSTV's customer base and sales rapidly grew, the challenge for ASCG was in managing an agile supply chain that navigated stock management and customer demand, while prioritising a safe COVID-secure environment to protect employees.

During this period, HSTV ran continuous promotions on key lines. From April - June, ASCG despatched more than 381,400 units across 395 SKUs - 40% of which came from 10 key products.

By early May, despatches rose by 102% over the forecasted expectations

## The outcomes

### Undisrupted delivery



ASCG adjusted the operational layout and resources to create a safe, cost-effective and fast pick and despatch solution. HSTV was keen to maintain high customer satisfaction levels and deliver the products people were ordering to make lockdown more comfortable.

With careful planning, HSTV was able to maintain its service levels and manage sales volumes without extending delivery windows unlike other retailers. An increase in sales also led to a correlation in returns, so ASCG introduced the inspection, refurbishment and PAT testing required so products could safely return to stock. This meant stock availability was good and a boost to the bottom line for HSTV.

Demand for couriers also increased because of the uplift in ecommerce sales. Good relationships previously nurtured by HSTV and ASCG were further strengthened by clear communication. This resulted in no failure to collect and deliver the customer's orders even if that required flexibility on timings.

## The feedback

Working in true partnership with customers, here's the view from ASCG and HSTV.



### ASCG commercial director, Ben Balfour said:

*"We aim to give our customers a competitive advantage with intelligent supply chain solutions. We quickly introduced the safety measures required to protect our teams and find new ways of working since the onset of Covid-19. Throughout the pandemic trading period, our team has demonstrated the commitment and agility to support HSTV's growth and help them succeed."*

### Lewe Goldman, head of warehousing and logistics at HSTV said:

*"The key for me and my experience with ASCG is the transition for us to ASCG and then the performance throughout COVID. ASCG have done very well adjusting to our accelerated transition plan and ramped up the operation in a lot faster timescale with limited forecast. There has been an exceptional performance throughout Covid and we were particularly impressed with the adjustments to our highest B2C sales levels and order throughput whilst having to adjust to social distancing measures. Most impressive is that the adjustment took part during a live operation and no down time was required."*

## Further information

For further information about Advanced Supply Chain Group's research of 2,000 online shoppers or to discuss how customer returns can create competitive advantage for your business, please contact:

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