



CASE STUDY:

Helping one of the UK's
fastest-growing companies
deliver first-class service with
The Ricoh eShop



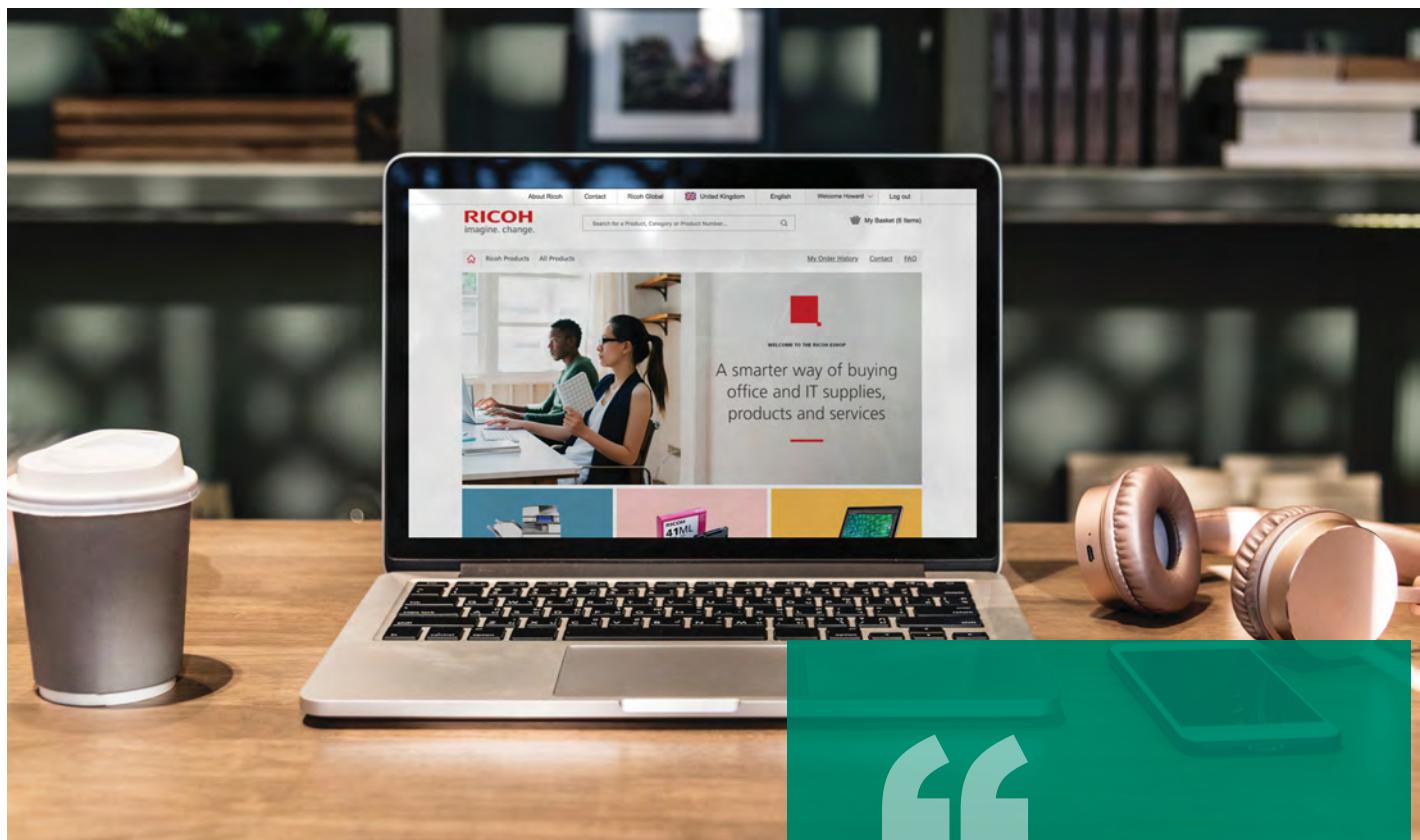
As customer demand soared, YouGarden moved procurement to The Ricoh eShop, accelerating transactions, cutting admin, and ensuring a regular supply of items essential to order fulfilment.

COMPANY & CHALLENGE

Founded in 2012, YouGarden retails flowers, plants, trees and shrubs, gardening equipment, and outdoor furniture. The company sells exclusively online, with no bricks-and-mortar stores.

Based in Peterborough in the UK, YouGarden achieved revenues of more than GBP 30 million in 2020 and was listed on the Sunday Times Virgin Atlantic Fast Track rundown of the fastest-growing companies in Britain.

Customers required to stay at home during the COVID-19 pandemic have turned to online shopping, and business is booming for YouGarden in the UK. With millions of incoming orders, the company was under pressure to pick, pack, and dispatch items as quickly and efficiently as possible. How could YouGarden fine-tune its order fulfilment processes, to ensure that customers enjoyed five-star service?



OBJECTIVES

At YouGarden's eleven-acre nursery and state-of-the-art packing facility, employees work round-the-clock to match customer orders with stock, and to prepare shipments for dispatch. Due to the unique shape and size of many of its offerings, the company ships items in bespoke packages with delivery, carrier and handling data printed on A4-size specialist, integrated labels to ensure the goods reach their destination.

Inevitably, as order volumes started to spiral, so did YouGarden's need for integrated labels. One option to prevent stocks running low was to keep large quantities of boxes of labels on site, but this would take up valuable warehouse and office space. Alternatively, YouGarden could make regular repeat purchases — but its existing email-based procurement methods meant this would be a time-consuming and inefficient process.

Providing a first-class customer experience has always been integral to our growth, and accurate labelling makes a huge difference to successful order fulfilment.

To continue to achieve those high service standards, we needed to ensure that we had the materials on hand to pack and dispatch orders as quickly and efficiently as possible, yet running out of labels could bring us to a halt.

We wanted to redesign our purchasing process to make it easy for us to replenish vital supplies, including the specialised integrated labels.

Ed Sendall, Head of Operations at YouGarden

"Getting started on The Ricoh eShop was very easy. The communications from the Ricoh E-Commerce team were excellent, and we can always call on them for assistance any time that we have queries or requests."

Ed Sendall, Head of Operations at YouGarden



SOLUTIONS

After YouGarden mapped out its objectives, Ricoh presented an innovative solution: moving procurement from the traditional channels onto [The Ricoh eShop](#). This approach would digitalise the entire purchasing process, replacing slow, complex email ordering with a self-service online portal that offers simple access to a product catalogue featuring more than 90,000 items.

The Ricoh E-Commerce team moved swiftly to create authorised YouGarden users and configure the payments connection. YouGarden can access and place orders on The Ricoh eShop 24 hours a day, seven days a week, and generate reports that analyse spend by product, category, date and user at any time, which helps to inform future budgeting. [The Ricoh eShop](#) enables YouGarden to review purchase histories for easy re-ordering, and create 'favourites' tabs to make it easy to find popular items.

Additionally, during the implementation, the Ricoh E-Commerce team created a new product page specifically for the integrated labels — which are sourced solely for YouGarden — including unique identification codes, specifications, and pricing.

Ed Sendall continues: "Getting started on The Ricoh eShop was very easy. The communications from the Ricoh E-Commerce team were excellent, and we can always call on them for assistance any time that we have queries or requests. We now place all label orders through the online portal, as we know it will be quick and simple to find the product page, confirm quantities, and then check out and track the delivery in real time."

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This is an exciting time for YouGarden, as customer demand looks set to remain strong. By building more efficient processes with The Ricoh eShop, we are well-placed to seize those emerging commercial opportunities. Ricoh represents a key partner for us, and we look forward to the next productive chapter in the relationship.

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BENEFITS

By moving procurement to The Ricoh eShop, YouGarden has significantly accelerated transaction times, both for purchasing the business-critical labels and other office equipment. Soaring order volumes mean heavier workloads for YouGarden's back office, and greater demand for administration supplies.

To restock these items, the company harnesses the extensive product range of The Ricoh eShop to purchase desktop printers, toner, and paper. Rather than managing contracts with multiple suppliers, the online portal provides a one-stop-shop that simplifies YouGarden's procurement and cuts the admin burden.

And in the case of goods for dispatch, The Ricoh eShop is central to maintaining a regular supply of the integrated A4 labels. As soon as label stocks start to run low, the company clicks through the online portal, orders, and receives fresh supplies within days. The fast, frictionless process also removes the need for YouGarden to store boxes of labels on site.

Ed Sendall adds: "Between March and June 2020, we handled millions of incoming orders and saw our sales volumes more than double. Thanks to the ease and speed of The Ricoh eShop, we could scale up our label purchasing to cope with rising order volumes. Using the online portal ensured that our packing team had the materials ready to dispatch items promptly and that our customers enjoyed a first-class experience."

ABOUT RICOH

Ricoh is empowering digital workplaces using innovative technologies and services enabling individuals to work smarter. For more than 85 years, Ricoh has been driving innovation and is a leading provider of document management solutions, IT services, communication services, commercial and industrial printing, digital cameras, and industrial systems.

Headquartered in Tokyo, Ricoh Group operates in approximately 200 countries and regions. In the financial year ended March 2020, Ricoh Group had worldwide sales of 19.06 billion USD.

For further information, please visit www.ricoh-europe.com



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