



Square One doubles business with new eCommerce services from NetDespatch

Marlow, 09 July 2008 - Square One Distribution has doubled its parcels business thanks to an innovative e-commerce website developed by NetDespatch. The Rotherham-based delivery company has harnessed the power of the web using NetDespatch Velocity giving Square One Distribution customers the benefit of online booking, tracking and payment, with full track-and-trace and POD (proof of delivery) information at a glance.

This cutting-edge solution has enabled Square One Distribution to extend its services and pursue new areas of business it could not reach prior to the launch of its online booking and tracking service. "Thanks to the website we can pursue new business opportunities and it is giving us a real edge, enabling me to close deals with new customers. We now handle double the number of parcels we were managing prior to going live online and by the end of 2008 we expect to triple the number of parcels," says Ellen Rayner, Marketing Director, Square One Distribution.

Working with Square One Distribution's graphic designer, NetDespatch produced a turnkey website that enables customers to book jobs online and track parcels without the need to call the delivery company. Using the website, customers can easily choose one of three levels of service - local, same day or next day - and pay via the secure online payment link to PayPal. The site also provides Square One Distribution with administration tools for monitoring jobs and produces reports that highlight the top 10 customers as well as the most popular post codes.

"We launched the website in February 2008 and it has been very successful. We did not have a track and trace facility before and so this has been met with an excellent response from our customers. Operationally, the website has made it much more convenient for us as it has reduced the number of proof of delivery enquiries we handled and so we can now concentrate on developing new business opportunities," says Ellen Rayner.

The fully integrated NetDespatch Velocity functionality built into the website is a cost-effective hosted solution that provides Square One Distribution with accurate live parcel information without the need for specialist hardware or software. The system is run entirely by NetDespatch, which ensures that the data is secure and provides seamless system upgrades.

Further information and photos, please contact Robert Peel, tel: +44 (0)1666 823306

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