

Case Study: myHermes is the Ideal Partner for Racketworld



About Racketworld

E-commerce business Racketworld provides top quality branded tennis racquets and other selected sports items at the most cost-effective prices available on the internet. Established in 1996, the company started out as a wholesaler selling to sports shops, then in 2004 they made the transition to selling directly to consumers. Business turnover has grown year on year at around 20% with online trading quadrupling since the move into e-retail in 2004.

The Challenge

Racketworld's primary marketplace is eBay since they've found this to be the fastest, most cost-effective route to the mass market. But while they became an overnight success on eBay back in 2004 times are tougher nowadays. As owner Mick Dewar points out:

"At that time we had the advantage of being one of the first businesses to use eBay professionally. Nowadays competition is far fiercer. Success on eBay now depends on us being able to offer the lowest-priced racquets on the net with 'Buy it now' and 'Best Offer' listings as they offer better returns than auction listings."

Racketworld customers love free postage too, so being able to offer this was key to the company's sales efforts. This meant that Racketworld had to find a courier that could offer them competitive shipping fees despite the fact that their items are generally not a standard shape. That ruled out some companies, due to their focus on the size and shape of packaging as a main indicator of postage costs, since the racquets didn't fit into a 'standard size'.

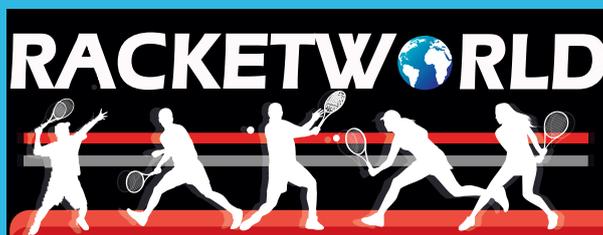
Efficient delivery was also essential to help with good feedback ratings – vital to any seller on eBay. So they had to find a courier company that could not only deliver on price, but also on reliability. In addition, the courier they were using had failed to live up to their expectations and was not helping to deliver the good feedback ratings they needed on eBay.

Why myHermes?

Prior to partnering with myHermes, Racketworld had been using another third party courier to deliver their parcels. However, due to some issues that had not been resolved effectively, they decided to search for a new courier and one that could work with eBay.

Key Quotes

- 1 "I was aware that the myHermes reputation was growing in the marketplace, and having checked out their prices and found them to be competitive, I decided to try out myHermes. And now several months later I'm still happy with my decision to switch."
- 2 "I can import all the orders quickly and easily from eBay into the myHermes website, then all I need to do is print the labels and affix them to the parcels which are then collected daily by van."
- 3 "I've found myHermes 99.9% satisfactory in terms of delivery and they're quick to handle any occasional problems that arise. This has given us the confidence to expect we'll never have any reason to move away from them."



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