

## Multichannel Platform Selro selects NetDespatch to help expedite orders for online retailers

Submitted by: C8 Consulting

Wednesday, 17 February 2016

---

Selro customer, ebuysave, ships around 100 parcels a day and has saved two man days a week using the NetDespatch platform

Marlow, 17th February 2016 - NetDespatch, the leading parcel data management platform for postal and parcel carriers, is delighted to announce that it has partnered with Selro, a web-based order management, inventory and multichannel software solution that integrates with EBay, Amazon and many other ecommerce marketplaces. The new partnership has allowed Selro to offer its customers, online sellers and retailers, the ability to seamlessly integrate and access multiple carriers' services via NetDespatch.

Founded in 2008, Selro provides a centralised inventory listing and order management system. The company has a multichannel focus providing services to small and medium online sellers. From Webstores to marketplace integration, Selro's cloud-based enterprise class software offers online companies an efficient way to expand their businesses across multiple channels.

Selro's partnership with NetDespatch has enabled it to offer its customers seamless integration with APC Overnight, Yodel, Royal Mail and UK Mail, to print the correct labels and any other documentation required including for international shipments. Now all parcels are automatically despatched and passed to the correct carrier with the correct labels for the destination as well as documentation and data files; all of which are produced without the need for manual intervention or any data re-entry.

Co-Founder Kem Perera, Selro, comments: "This enables us to offer a more flexible and fully featured service to our customers all within a single system. We found NetDespatch very easy to work with. In fact, it took just one week to complete the Royal Mail integration from start to finish. We have also had excellent support from the NetDespatch team with quick responses to any queries or issues that we have had, which have been minimal."

Selro customer ebuysave (<http://ebuysave.co.uk/>), an online retailer providing a wide range of goods, has seen immediate benefits from the partnership. As a result of using the Selro platform ebuysave has managed to streamline and automate the order and shipping process so that it can now more efficiently despatch more than 100 parcels a day. Mark Walker, founder of ebuysave, commented: "It has made a big difference to our business in terms of the amount of time it takes to process an order and print the right shipping documentation and labels. We now have an A4 integrated invoice and shipping document all in one. This means we can ship and pack, taking the label from the printed invoice with no human errors. I would estimate that this has saved at least two to three hours a day."

The new integration has also allowed the team at Selro to concentrate on its core business and focus on delivering an end-to-end capability to its customers. The company has further product integrations to announce later in 2016.

Kem Perera concludes: "With 2D barcodes being phased in now, we expect most of our customers to transfer over and utilise the NetDespatch integration."

Ends

About NetDespatch:

NetDespatch is the leading SaaS parcel data management platform for postal and parcel carriers worldwide. Recognised as one of the top independent Cloud Computing providers in the UK, the platform currently enables carriers to provide more than 130,000 of their business customers with solutions to seamlessly integrate ecommerce websites, sales order processing and warehouse systems at point of despatch. Users can print the correct shipping labels, customs documentation and manifests, and automatically pre-advise their carrier of incoming parcels. For more information visit [www.netdespatch.com](http://www.netdespatch.com) (<http://www.netdespatch.com/>). Or follow NetDespatch on Twitter @NetDespatch (<https://twitter.com/netdespatch>)

Media Contact:

Michael Bartley  
C8 Consulting  
+44 (0)118 949 7750  
[michael@c8consulting.co.uk](mailto:michael@c8consulting.co.uk)