

# Booming Baby Products Retailer Speeds Deliveries with NetDespatch and ChannelAdvisor

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Marlow, 10 November 2016 – BabyKnowsBest has seen business boom with online trading backed by technology that speeds and simplifies order processing, fulfilment and delivery. The e-retailer of baby accessories and baby essentials is now pinning its business growth potential on further automation with a cloud-based order to despatch solution from NetDespatch. Fully integrated with the ChannelAdvisor ecommerce solution, NetDespatch provides a seamless link to Royal Mail's delivery services, cutting administration time for BabyKnowsBest by up to 90 percent.

The growth of BabyKnowsBest is synonymous with thousands of online traders that are taking advantage of the rise of ecommerce and supporting technology such as that developed by NetDespatch. In this case NetDespatch has helped a budding entrepreneur make the leap from part time eBay seller to full time online retailer with an integrated web-based shipping solution. BabyKnowsBest, which now specialises in baby accessories and baby essentials from leading manufacturers such as Philips Avent, Milton and Fisher Price, ships more than 10,000 consignments a year.

Located in the North East of England, BabyKnowsBest is the brainchild of Paul Robson. Prior to the implementation of the integrated NetDespatch ChannelAdvisor solution, Robson had experimented with different levels of automation to improve the efficiency of goods despatch. As sales continued to grow the business adopted ChannelAdvisor which offers retailers and manufacturers cloud based solutions to automate and manage online selling across multiple channels. With the addition of NetDespatch as part of the ChannelAdvisor solution, despatch operations are more streamlined.

Since implementing NetDespatch, BabyKnowsBest has seen substantial improvements in efficiency resulting in 90 per cent reduction in the time taken to produce weekend order shipment labels for Monday deliveries.

"What a life saver NetDespatch has become. I started online selling at a difficult time and during the initial years of online retailing things were really tough with any profits, however small, put back into the business to buy stock," commented Paul Robson. "As the business has grown so has my expectation of how a successful business should be run and with online business tools such as NetDespatch, which is free to access and straightforward to use, we couldn't and wouldn't go back!"

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