

Creating a seamless customer experience for Sharkah Chakra jeans.



THE CHALLENGE.

In 2007 Sharkah Chakra launched an exciting new range of jeans. The brand is luxurious yet ethical, as summed up in their strap line "Hand Make Life". Sharkah Chakra asked us to create an effective system to handle all the elements of the ordering process, and support their brand image throughout the whole customer experience.

THE PROCESS.

Working closely with the website developers, we created a system that automatically imports orders through synchronisation with the website. We can then pick orders, generate personalised invoice documentation and address labels, and create picking lists. We also handle the payment processing, and our system includes a customer service element so we can deal with returns or queries quickly and efficiently.

We receive stock direct from Italy and check in all items, which includes stringent quality control to ensure that only top quality goods are despatched to the consumer or wholesaler. As items are despatched, stock levels are automatically updated, so the client has a clear picture of available lines at any time. As the brand image focuses on the environment, we have sourced special packaging that, wherever possible, is fully recycled and/or recyclable. At the same time, we hand pack each order to maintain the brand's luxury image.

As well as website orders, we also handle phone orders and customer service calls. All our staff were fully trained about the brand, to ensure we can talk about the range on a personal and knowledgeable level, and customers always receive the best possible experience.

THE RESULTS.

Our efficient processes and systems have given our client the time they need to focus on marketing the brand and developing future lines. Due to our staff's thorough training the client is confident the brand is being well publicised through HWC, and customers are receiving the highest level of service. Our reporting and logistical backup includes creating trend analysis reports that have made it easier for the client to judge order levels and styles for following seasons, ensuring that stock is not over or under ordered, and that supply meets demand.

"HWC has repeatedly gone beyond my expectations. The team are efficient, professional and friendly. They genuinely care about the business and my account is handled with a personal touch – for Sharkah Chakra I could ask for nothing more."

Sara Simmonds,
Creator and Managing Director,
House of Chakra

FURTHER INFORMATION.

To find out how we could help with your e-commerce requirements or other business processes, please contact:

Claire Bedwell
01392 445 995 or at
clairebedwell@hwcltd.co.uk

