How Brown Bag Clothing use HubBox to reduce failed deliveries and drive increased spend

Online retailers Brown Bag Clothing and Woodhouse see higher average order values when they offer customers Click & Collect at checkout

15%

increase in average basket value when customers Click & Collect

5%

Uptake of the service within 60 days of implementation

THE CHALLENGE

Founded in 1999, Brown Bag Clothing is an established online brand offering customers high- profile menswear at affordable, discounted prices. With a mission to "provide customers with top designer men's fashion at the very best prices", they supply a range of brands including New Balance, Tommy Hilfiger and True Religion.

Getting the delivery mix right is increasingly important when it comes to meeting consumers' heightened service expectations. With this in mind, Brown Bag Clothing and their sibling site Woodhouse were keen to get a local Click & Collect solution up and running as quickly as possible.

Giving customers who might be out during the day an alternative delivery option, and thus reducing customer service queries and issues resulting from missed or failed deliveries was crucial to Brown Bag. Ease of implementation and compatibility with existing solutions were also key priorities.

THE SOLUTION

Brown Bag Clothing was able to implement Click & Collect without having to make any changes to their existing couriers, warehouse management system (WMS) or label printing, making the process smooth and straightforward. Using HubBox's pre-built module for Magento, Brown Bag completed the integration themselves in a matter of days.
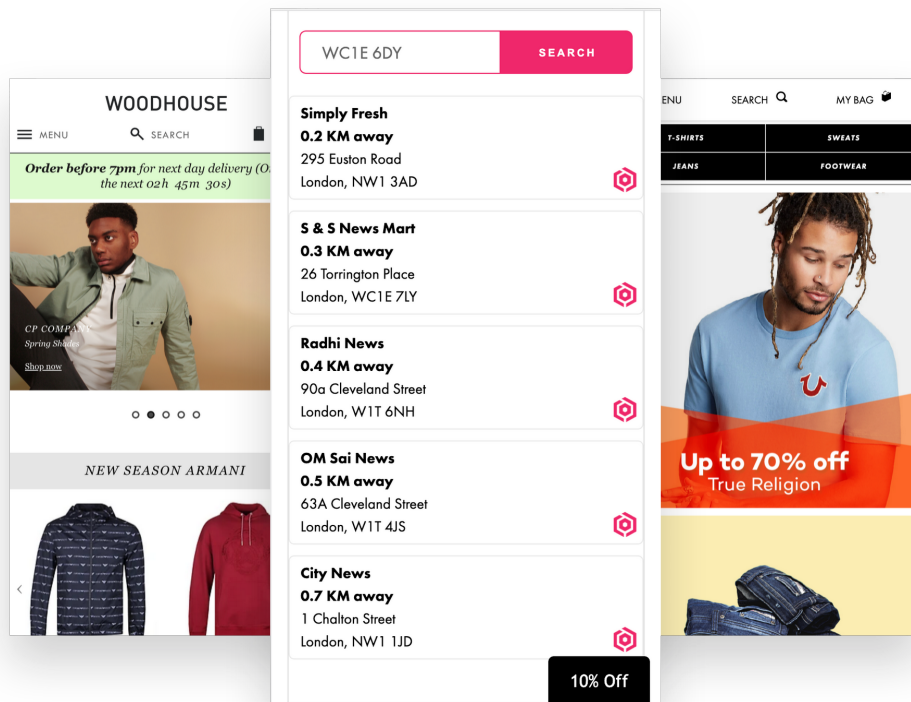
THE RESULT

Within 60 days of implementing HubBox Click & Collect across both sites the service demonstrated its value. Uptake was swift, indicating an underlying demand for convenient delivery that had previously been unmet. Brown Bag saw:

- **5% of total orders fulfilled via Click & Collect within 60 days**

- Increased incremental revenue as a result of a **15% increase in average order values (AOV) for Click & Collect orders** (vs. home delivery orders)

- **Measurable reduction in the volume of customer service queries** relating to missed and failed deliveries

"Adding HubBox was easy. We know how much our customers value convenient delivery when they shop with us, and even in a short timeframe we've been able to see the tangible returns on customer satisfaction and revenue from adding HubBox Click & Collect."

PAUL BRADLEY, IT AND OPERATIONS DIRECTOR