

Helping operations flow
faster, smarter, and
more sustainably



D2C eCommerce Transformation

Case Study Summary: D2C eCommerce Transformation

Delivering 70% sales growth and £430k cost savings.

Client / Business Context

A major food manufacturer sought to elevate its D2C eCommerce channel to become the group leader in shopper experience. However, operational constraints — including fulfilment delays, cost inefficiencies, and planning gaps — were limiting scale and impacting customer experience.

Challenge

The D2C channel faced several friction points that restricted growth:

- Slow and inconsistent fulfilment
- Rising cost-per-order
- Stockouts and planning instability
- Fragmented information flow across WMS and ERP
- Unpredictable customer experience impacting conversion and repeat orders

The business required a rapid, structured transformation to stabilise operations and unlock growth.

Actions

I led a cross-functional eCommerce optimisation programme focused on operational clarity, fulfilment performance, and data-driven planning.

Key actions included:

- ☐ Redesigned fulfilment flow to reduce processing time and increase throughput
- ☐ Improved inventory and demand planning to stabilise stock availability
- ☐ Aligned 3PL and internal operations to consistent, measurable SLAs
- ☐ Enhanced packaging and dispatch workflow to improve shopper experience
- ☐ Introduced unified visibility across, WMS and ERP
- ☐ Embedded D2C operational routines, leadership cadence, and daily performance management

Results

The programme delivered measurable commercial and operational impact:

- **+70% LFL Sales Growth** driven by improved reliability and availability
- **£430k LFL Cost Savings** through fulfilment efficiency and better labour/packaging optimisation

- **Group-leading D2C shopper experience** achieved across the business
 - **Stable, scalable operating model** built for future growth
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Performance Summary

Delivery timeframe: 12 weeks

Cost savings delivered: £430k

Sales growth achieved: +70%

Outcome

The transformation positioned the D2C platform as the benchmark across the group.

Operational stability, consistent fulfilment, and data-driven planning enabled both profitable scale and a significantly improved shopper experience.

CoreFlow Insight


Sustainable eCommerce performance is achieved when fulfilment discipline, data visibility, and operational clarity work together behind a shared growth goal.


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