

CASE STUDY

Wickes

Market Sector: Retail



Retail



Wickes is a multi-channel retailer with a portfolio of more than 200 stores stocking a wide selection of brand and own-brand supplies and materials for homeowners and the building trade. There are currently over 10,000 products in the Wickes range available to order in store, on-line or by telephone.

The background

Orridge has been Wickes chosen partner for over three years. Orridge continuously counts at various locations across the UK all year round. Wickes previously outsourced its stocktaking to a company using a manual process. We asked Phil Smith, Loss Prevention Manager at Wickes, for his view of the service

What influenced the decision to outsource?

“Orridge are able to add considerable value to our inventory processes. In today’s demanding environment, it’s essential to continually search for ways to gain a competitive edge. Wickes’ inventory is crucial to delivering its stock loss strategy, for which Orridge plays a pivotal role by enhancing accuracy in stock cycles, ensuring shrinkage reduction actions that can be aligned with confidence.”

Since outsourcing to Orridge, what benefits have Wickes seen?



“Orridge offered an expert technology solution that was far superior to that of an in-house process that we had been used to. With this we saw great improvements in the accuracy and stock loss reporting.

“Orridge offers a flexible service, coinciding with Wickes seasonality of sales and product range reviews”.