

Leveraging Brisqq to Create a New Line of Business

“Brisqq has enabled us to launch our own same-day gifting range, which has immediately become very popular.”

Through its online marketplace, BoroughBox aims to connect foodies with the best producers of food and drink from around the country.

The company provides storage fulfilment services to some of the UK's best independent and artisan producers, while also retailing its own collection of food gifts and bundles. From its warehouse in London, BoroughBox serves a broad range of customers, including everyday consumers, large corporates, cafés, delis, and retail destinations.

The Problem:

Keen to provide the best possible customer experience, BoroughBox wanted to ensure that shoppers could receive gifts precisely when they needed them, even if they ordered at the last minute – so it set its sights on launching a same-day delivery service.

BoroughBox quickly found that its existing logistics provider was unable to offer the kind of precise same-day delivery that it was aiming for. What's more, the courier was not maintaining the high level of customer service that BoroughBox's clients had come to expect, and it was reflecting poorly on the brand.

The Solution:

BoroughBox began looking for a new logistics partner, and it saw that Brisqq was perfectly positioned to help make its same-day delivery ambitions a reality. Brisqq's unique combination of streamlined booking and precision delivery were exactly what BoroughBox needed in order to launch its new service – and unlock entirely new business opportunities.

Today Brisqq is proving to be the ideal delivery solution, both from a commercial perspective, and more importantly, from a customer experience perspective.

The Result:

Brisqq can not only respond to orders rapidly and with the right type of vehicle – be it motorbike, car or van – it also offers BoroughBox's customers a choice of one-hour timeslots for each delivery. This precision, coupled with the high standard of customer service provided by Brisqq's drivers, has helped make BoroughBox's same-day gifting range an instant success

And the advantages of partnering with Brisqq are reaching well beyond same-day delivery: BoroughBox are now able to offer a reliable, secure and cost-effective delivery option to all of their clients, maintaining outstanding service quality throughout the entire customer journey – from purchase to doorstep.

“With Brisqq, we can ensure that large, and sometimes fragile deliveries arrives safely at their destination.”

BRISQQ.

