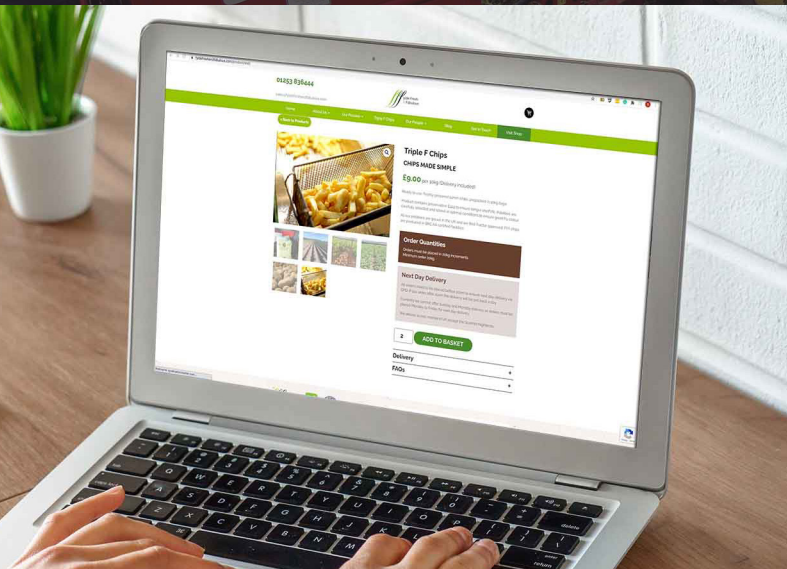


Ecommerce Ordering System

Fylde Fresh & Fabulous

Allow customers to place new orders directly through the website.



The Customer

Fylde Fresh & Fabulous (FFF) are one of the UK's most established potato producers, providing national coverage and supplying freshly peeled potatoes and chips.

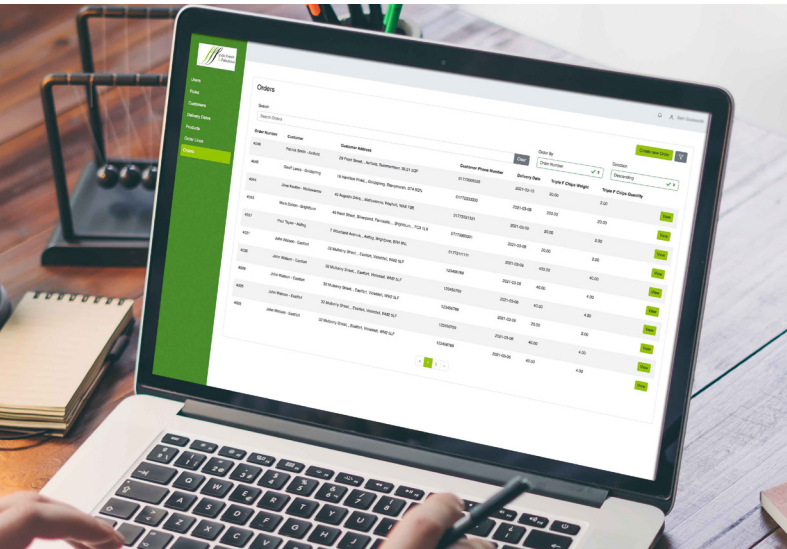
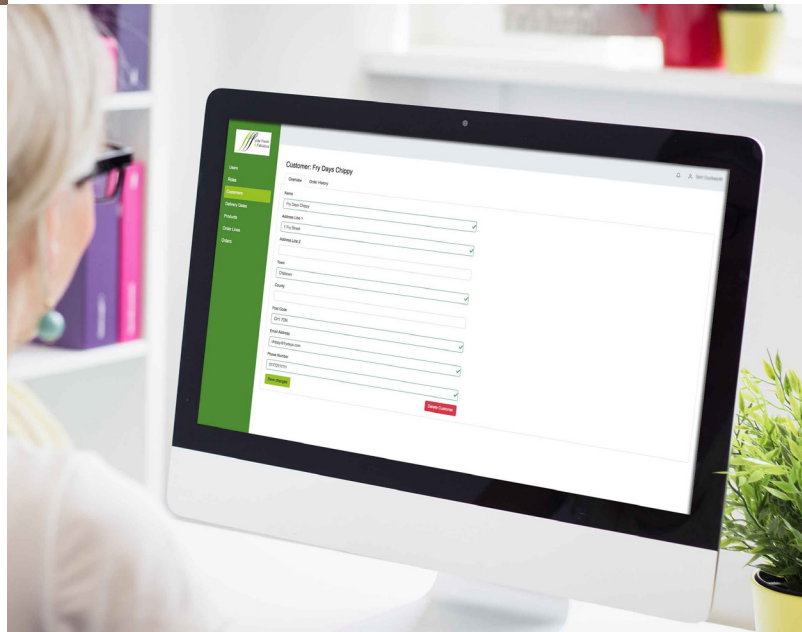
Every member of the FFF team plays a vital role in sourcing, processing and then distributing potatoes and chips of the highest quality to food manufacturers for ready meals, food service companies, as well as fish and chip shops.

Their Pain

FFF were keen to offer a better service to their customers, enabling them to order their products directly through the website for next day delivery.

They were having to process and manage every order manually, leading to an administrative burden to load orders, take payment and inform production.

To better serve their customers, they needed to adopt new technologies to improve their ordering process.



Our Solution

We have worked with FFF for several years, launching their latest website in 2019, but this was a new challenge.

We sat down with FFF to understand their customer journey and the way an order is currently processed.

We mapped out the necessary path from website order through to payment, production and delivery and set about creating a customised ordering platform to enable their customers to access their Triple F Chips product quickly.

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Key Features



Produce production pick lists with delivery information.



Integrate product information with their website.



Receive orders and payments from the website into their order management system.



Produce daily order reports for finance and stock purposes.



Track and store order progress within Flight.



Take payments and orders through an e-commerce web portal.



Impact

This new system has enabled FFF to serve their customers demands much faster and efficiently, meaning restaurants, chip shops and other partners can access their quality products with a next day delivery promise.

It has also provided visibility of key order information to production and finance teams to seamlessly integrate with their usual processes and cause no disruption to their existing systems.

Want to know more about Flight project management software?

Get in touch or book a free demo

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