

customer success story: lucozade sport

Giving customers the right product: fast

The Problem



"The solution needed to help streamline internal processes"



Lucozade Sport is the leader in sports nutrition. Their aim is to provide the best in sports nutrition and advice, developing a range of sports nutrition products to satisfy the five key training needs - hydration, fuel, focus, recovery and strength. With a loyal customer base and many years of product development and marketing on many platforms, Lucozade Sport needed a highly bespoke ecommerce solution to sell their nutritional sports drinks directly.

Lucozade Sport were looking for an ecommerce platform that would allow to brand categories separately so customers understand which item is related to their sporting needs. Additionally, the solution needed to help streamline internal processes, and allow the warehouse team to easily process all orders and then ship them via Parcel Force.

The Solution



"The new site has driven a rise in orders and a more positive experience for the customer"

The Results

The thorough nature of the initial meetings with Advansys meant that the end result worked perfectly and delivered each specific function that Lucozade Sport needed; a clear and good-looking website, a direct route to the order from the website straight to the warehouse, and the new warehouse modules means that the previous problems they had been experiencing were solved and the delivery process is now immediate.

The new site has driven a rise in orders and the warehouse pick, pack and dispatch module has led to a more positive experience for the customer. The streamlining of these processes has allowed Lucozade Sport to focus less on simply running their online operations and more on increasing their sales through this powerful channel.



Advansys developed a site for Lucozade Sport specifically, making sure that their needs were met in terms of creating a clear and simple interface to assign products to the correct training need. These "need" styles were built in such a way that as the site develops and becomes more of a resource for marketing, they can be used not just by product pages but also in content and custom pages, continuing the brand consistency within the Lucozade Sport range.

The warehouse module was built to collect together the processes that had formerly required staff to interact with several unconnected systems, printing invoices to pick products, taking orders from the system to enter data into labelling. The new system gives staff the ability to print off a picklist allowing staff to quickly create a stockpile for the current batch of orders, then bulk run out both invoices and labels so that packing can be finished efficiently. Synchronisation with Parcel Force means that each package is quickly tracked and delivered efficiently.