

news...

Prolog publishes its survey on e-retailers

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For Immediate release

Prolog, Britain's largest privately owned outsourcing and logistics services company, with sites in Sudbury, Suffolk and Annesley, Nottinghamshire, has carried out and now published a survey on 31 individual e-retailers to establish how e-fulfilment is conducted throughout the UK and the fulfilment service experienced by their customers.

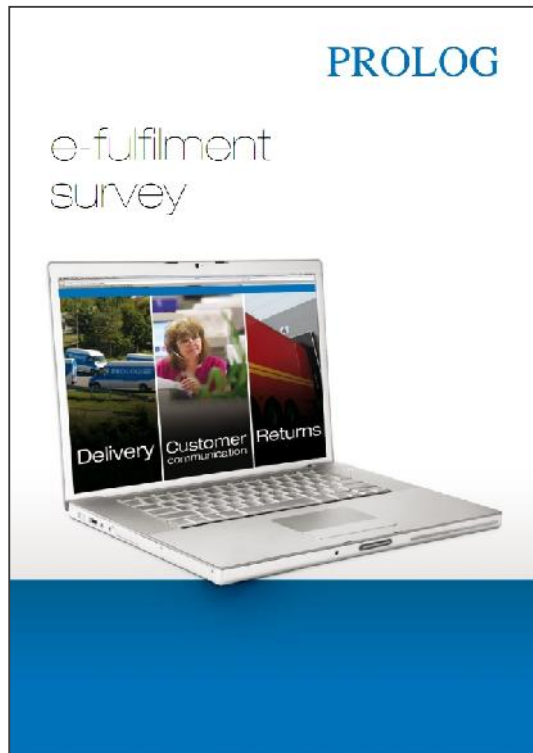
With a large number of items ordered from a variety of e-retail sectors, covering clothing, toys, electrical, homewares, sporting goods and jewellery, the entire process including delivery, returns and customer communication was fully tested and assessed.

Ian Dignum, Prolog's Commercial Director, commented:

"Online shopping is something that most people experience weekly in the UK. This survey was completed to demonstrate how well e-retailers manage these processes, how they ensure the customer experiences excellence in service and the communications with the customer during these transactions. We believe this insight into e-fulfilment in the UK provides positive lessons for all those who manage online sales"

The survey can be viewed on the Prolog website at www.prolog.co.uk/en/services/direct/e-fulfilment

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Notes for editors

Prolog is one of the few UK companies to offer a totally comprehensive range of integrated outsourcing solution services. Underpinned by a huge storage and distribution infrastructure and advanced systems technology, Prolog provides everything that commercial, charity and public sector clients need to support ecommerce, retail logistics, marketing and communications campaigns, including POS handling and distribution, bulk literature storage and distribution, mailing services, bulk collation and packing and database management.

Prolog also provides inbound/outbound telephone marketing and customer service and specialises in national and international supply chain solutions.

With more than 29 years' experience in outsourcing support services, Prolog employs over 1200 people in East Anglia, the East Midlands and Merseyside. Flexibility, scalability and massive capacity characterise the Prolog service, which stands out for its adaptable storage and fulfilment solutions and high quality customer care and customer communications.