

Case Study

The client: Winstanleys Pramworld

# BigCommerce integration helps major UK retailer go from strength to strength

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## The background

Over almost seven decades, Winstanleys Pramworld has built a reputation as a family-owned retailer that specialises in offering one of the UK's largest selection of prams, pushchairs, car seats and nursery furniture.

Since 2012, Winstanleys Pramworld has relied on Fetchify's UK Postcode Lookup service to streamline the online checkout process, improve address accuracy, minimise re-delivery costs and reduce the number of items lost in the post.

However, with a rapidly growing online presence, over 6,000 products available via its website and a truly national customer base, Winstanleys Pramworld decided to migrate to BigCommerce – a larger platform with the capability to scale in line with its own growth plans.



High-value items such as prams can cost upwards of £1,000, so it's essential that they aren't misdelivered and don't go missing in the post. Since 2012, we've been helping Winstanleys Pramworld achieve this through our Postcode Lookup Service. So, when the retailer decided to move to BigCommerce, we had to ensure that our service integrated with it.

**John Griffiths,**  
Account Manager at Fetchify

## The solution

For 13 years, Fetchify's Postcode Lookup service has helped Winstanleys Pramworld instantly retrieve accurate address data from a UK postcode at the point of checkout.

Having established that the Postcode Lookup service was an essential component of its continued growth plans, and that it wanted to continue working with Fetchify, Winstanleys Pramworld simply needed support with migrating it to a BigCommerce environment.

With experience of working with multiple major retailer platforms, Fetchify was not only able to support Winstanleys Pramworld's transition to BigCommerce, but also deliver continuity of service by ensuring that the Postcode Lookup facility was operational from the moment it began trading within a BigCommerce environment.

## The result

Fetchify has helped Pramworld by:

- Transitioning an integral part of its digital infrastructure to a BigCommerce environment
- Ensuring that operational efficiency is maintained across fulfilment and customer communications
- Continuing to reduce misdeliveries and missing orders through the provision of accurate address data
- Guaranteeing that the retailer's customers can quickly access their address at the point of checkout, reducing friction and positioning Winstanleys Pramworld for future growth as address lookups continue to increase (address lookups have grown by 282 per cent over the last 12 years)

We've stayed with Fetchify for over 12 years because their UK Postcode Lookup service has consistently delivered on reliability. The ease of integration, straightforward testing, and the support of a dedicated account manager have all contributed to a seamless experience that continues to meet our needs.

**David Winstanley,**  
Director at Winstanleys Pramworld