

LILI BERMUDA

A BELOVED BRAND GIVES ITS CUSTOMERS ANOTHER WHIFF OF LUXURY!

*"DHL is just the kind of partner we wanted to have."
Isabelle Ramsay-Brackstone, Owner, Lili Bermuda*



When Isabelle Ramsay-Brackstone moved to Bermuda in 2003, she purchased the island's only perfumery, dating to 1928. Over the years it had become faded and forlorn, but Isabelle saw past that. "I saw history," she said. "It just needed a lot of love." With her background in finance and a passion for fragrance since she was 12, Isabelle has made Lili Bermuda perfumes sought-after and cherished treasures among an ever-expanding group of customers. Her customers are worldwide—but her perfume is found only in Bermuda.

THE CHALLENGE

Lili Bermuda had always been a direct-to-consumer company; with the growing ease and acceptance of e-commerce, Isabelle saw an opportunity to reach many more customers and offer them her exclusive, made-in-Bermuda fragrances. The only problem was delivering their orders in a timely, trackable manner. Bermuda is 665 miles away from the mainland United States, which presents its own logistical challenges. One carrier simply refused to handle her shipments.



Isabelle ended up cobbling together her delivery system with a patchwork of carriers, primarily the postal service. Shipments were a long time arriving and nobody could really say when they would get there (or if).

"Clients expect to have a luxurious experience when purchasing a luxury product like ours," Isabelle said. "We wanted the entire customer experience to be seamless."

There was one more wrinkle: from a shipping perspective, her delicate fragrances, all lovingly hand-bottled in elegant packaging, were considered dangerous goods.

THE SOLUTION

At the same time that Isabelle was revamping the Lili Bermuda website, DHL General Manager for the Caribbean Rob Brown approached her with an offer to take care of her shipping needs. The first major task was to get the company's account approved to ship dangerous goods from Bermuda. DHL requires that all customers shipping dangerous goods become approved in order to ship into the many countries throughout the world. This was a first for Bermuda, and the first time a customer had made such a request. Under the regulations set forth by the

International Air Transport Association, perfumes are classified as dangerous because they're flammable.

The DHL Dangerous Goods Trainer flew in from the U.S. to run a training session for Isabelle and her staff. "I wanted to do the right thing," said Isabelle. "Getting this certification was an important step."

With DHL on board, Isabelle now enjoys her own luxurious experience: knowing a single carrier is handling all her outbound shipping and is able to track every package on the spot. What's more, delivery time worldwide is about three days at the most. It's a far cry from the 10 to 20 days it had taken before.



A DHL courier stops by the Lili Bermuda cottage every morning by 10:00, prepares the shipping paperwork and inspects Isabelle's Dangerous Goods declaration as well as the package, then consolidates her

packages and gets them on a flight to Newark the same day. From there they go to the DHL CVG hub in Kentucky, and on to their final destinations.



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THE RESULTS

As with most retailers, the holiday season at Lili Bermuda is pivotal for sales. The first Christmas season using DHL was indeed a merry one for the company. “We could guarantee delivery after December 10, something we had never been able to do before,” said Isabelle. “We told customers they could order by December 20 and their gifts would be under the tree in time for Christmas.”

Lili Bermuda’s shipments that month swelled to nearly 800. Most were headed to North America, but some were also bound for Asia and the Middle East.

“DHL gave us good, competitive rates,” said Isabelle, an

Ernst & Young-trained CPA. So much so that she now offers free shipping on orders over a certain amount, and has seen her average-order value increase as a result.

Lili Bermuda has always cultivated impeccable service, knowing that how you deliver is as important as what you sell. Now Isabelle delights in being able to tell her customers when, and how quickly, they’ll receive their order.

“Customer satisfaction has been spectacular since DHL starting working with us,” Isabelle said. “DHL is just the kind of partner we wanted to have.”

It is, indeed, the sweet smell of success.

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