

## The Idle Man pens multi-year deal to stay ahead of the fashion curve



Business continues to be rosy for London-based menswear fashion retailer The Idle Man. Having received a seven-figure investment sum in the form of commercial airtime from Channel 4 Television. The Idle Man launched their first ever TV ad campaign to continue their upward growth and expansion plans.

Founded in 2014 by Oliver Tezcan, former menswear buying manager at Asos.com. The Idle Man was established to fill the gap left by mainstream retailers for fashionable men's clothing at affordable prices. Quickly becoming the 3rd biggest menswear destination in the UK, with over 1.5 million unique visits each month. The Idle Man is stepping up its growth both at home and abroad.

However, with such rapid growth comes challenges. Back in 2015, The Idle Man looked towards outsourced commerce services provider Radial. Founder and CEO, Oliver Tezcan, states "We realised that we needed an experienced pair of hands to help us on our ambitious journey. We chose Radial based on their experience in international markets and proven track record of supporting fast-growing retailers". Launched in just 3 months, Radial provides fulfilment, international shipping, and customer care on behalf of The Idle Man from its UK based operations centre in Manchester.

Having recently added Live Chat to its customer care proposition. The Idle Man is looking for ways to connect with its customers in new and engaging ways. 20% of all our contacts are now funnelled through Live Chat, allowing customers to receive first contact resolution in a matter of minutes.

Today, The Idle Man enjoys success on an international scale, shipping to over 200 countries worldwide. Radial has supported The Idle Man with a number of initiatives to drive efficiencies and customer satisfaction in popular markets. This includes the introduction of a consolidated returns program in Germany, allowing German customers to return unwanted items in-country, to Radial's German-based warehouse, before shipping back to the UK. Additionally, Radial has supported The Idle Man in their launch of an Amazon store in the US, by providing an automated returns solution within the States.

"Right from the start Radial understood what we are about, how passionate we are about our products and our customers. They added a level of sophistication to our operations that we struggled to achieve previously. They elevated the customer experience with quicker delivery times, more reliable fulfilment processes, and customer care services. Operating seamlessly as an extension of our own passion".

Radial provides The Idle Man with the following services and benefits:

- Global fulfilment services: Radial handles all aspects of the fulfilment operation; including inbound, outbound, returns, packaging and value-added services from its UK and German based warehouses.
- Scalability and retail expertise: with over 13 million square feet of fulfilment space across the globe, and decades of dedicated expertise. Radial has the scale and know-how to support The Idle Man's rapid expansion.
- Leading international carrier rates: The Idle Man benefits from Radial's discounted shipping rates, and management services. With access to over 70 global carriers, The Idle Man can reach its customers in over 200 countries worldwide.
- Multi-lingual customer care: The Idle Man customers receive the same high levels of service across email, telephone, and live-chat services.



Discover how Radial drives operational advantages for brands and retailers of all sizes:

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Fulfilment Centres  
Worldwide

Retail fulfilment is in our DNA. We have more than 2 decades worth of experience in the field. Bringing together the best mix of efficient processes, automated technologies, and value added services. Giving you reliable fulfilment and happy customers wherever they are in the world.

20%

Average Shipping  
Savings

By managing shipping services for our global clients, we are able to pass on the volume savings to our customers. In the first year of working with Radial shipping services, our clients saved on average 20 percent on their costs. Today we ship parcels all around the world, through 70+ carriers, and over 350 service options.

10+

Customer Care  
Languages

The world's favourite brands trust Radial to represent their brand, their way. Dedicated multi-lingual professionals are on-hand to help you cope with the biggest peaks, and deliver the highest satisfaction scores.