

Track Record Global Ltd

mothercare case study

The Mothercare group (consisting of the major retail brands; Mothercare and Early Learning Centre) operate through three channels to market; UK stores, Direct (the in-home and in-store internet-based businesses and catalogue mail order), and International, under which the group franchises businesses in overseas markets.

Mothercare's brand is strongly associated with quality, safety and care.

Mothercare's requirement:

During 2007 Mothercare initiated its Widest Choice programme, with the objective of providing customers with the widest available online choice of nursery and baby care products. Mothercare wanted to do this in a manner that was truly scalable i.e., making available thousands more products without adding proportionally to overhead costs or damaging its brand values.

Track Record's solution:

In late 2007 Mothercare retained Track Record to provide Mothercare's Product Tracking Service whereby supplier products, selected for sale over Mothercare's Widest Choice web site, are pre-assessed for compliance with Mothercare's strict safety and legality requirements. The key objective is to rigorously assess new product compliance before products are offered for sale online but without having to proportionately increase Mothercare's own technical quality control resource.

The Service enables suppliers, once they've logged on, to see exactly what certificates Mothercare requires for each individual product to demonstrate compliance. To be able to submit their product for Pre-assessment, suppliers scan and upload the certificates onto the Mothercare Product Tracking Service and then 'link' them to the products to which they apply. Once they have satisfied all the certificate compliance requirements, Track Record pre-assesses the certificates and then forwards the compliance details for final verification by specific Mothercare Technologists.

In addition, Track Record monitors the validity of all certificates, warning both suppliers and Mothercare as they approach their expiry date.

The intensity of Service use continues to grow with approximately 125 suppliers using the system with over 2780 products either fully or partially processed. The program started with the Home and Travel section and is now being expanded to cover toys and timber products.

What Track Record's Service Delivers to Mothercare:

- Major cost savings derived from a fast and systematic document compliance checking system and this is despite a massive increase in number of products being traded and a steady increase in the complexity of the compliance requirements
- An efficient means for general administration of the product approval process that protects the brand whilst proportionally cutting costs and improving transparency
- A single location from where product safety, legality and compliance are all managed - where all the relevant information is stored independently of the individuals involved

- Online reporting of supplier and product Key Performance Indicators
- A means of monitoring and managing expiring certificates

Mothercare quotes:

‘Track Record’s Service really reduces the due diligence workload’

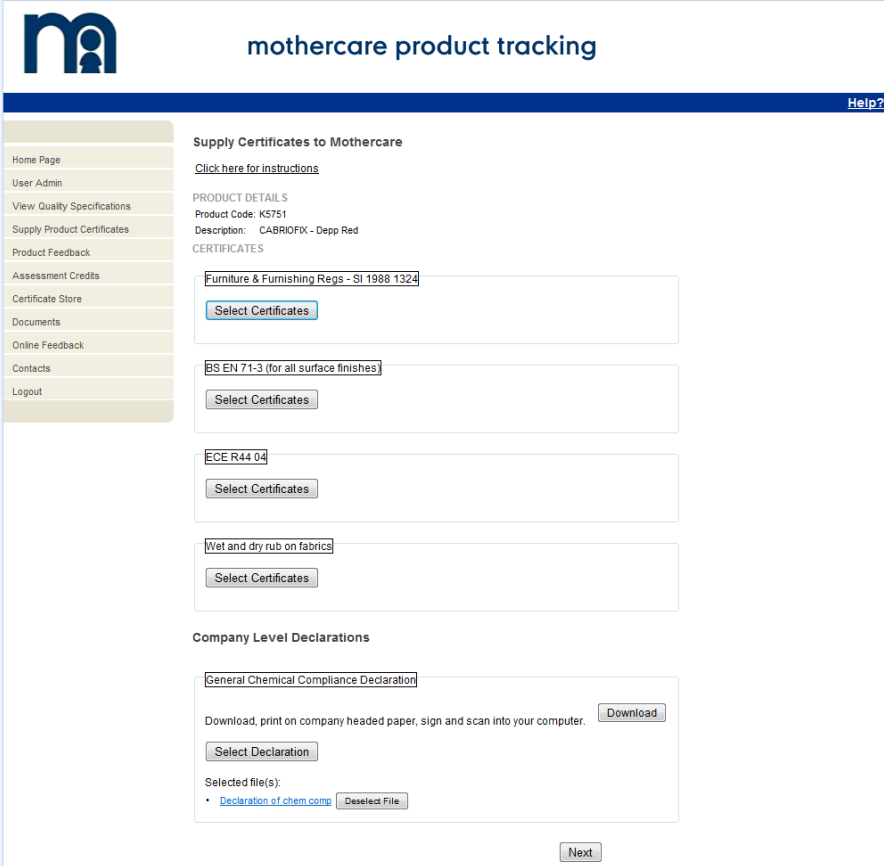
‘We are able to do much more effective and efficient due diligence through use of the Mothercare Product Tracking Service ’

‘If we were doing this level of due diligence work manually Mothercare would have to increase the number of Technologists by 50% to keep pace’

‘I use the system daily to monitor what Products are available, where they are in the system, what my colleagues are doing and to manage my own verification work load’

*February, 2009. **Jeremy Mace** Senior Product Development Technologist.*

An example of the Track Record Mothercare Product Tracking Service web page that identified which certificates need to be uploaded for a specific product.



The screenshot shows the 'mothercare product tracking' web interface. The main heading is 'Supply Certificates to Mothercare'. Below this, there are sections for 'PRODUCT DETAILS' (Product Code: K5751, Description: CABRIOFIX - Depp Red) and 'CERTIFICATES'. The certificates listed are: 'Furniture & Furnishing Regs - SI 1988 1324', 'BS EN 71-3 (for all surface finishes)', 'ECE R44 04', and 'Wet and dry rub on fabrics'. Each certificate has a 'Select Certificates' button. Below the certificates is a 'Company Level Declarations' section with a 'General Chemical Compliance Declaration' form. This form includes a 'Download' button, a 'Select Declaration' button, and a list of selected files: 'Declaration of chem.com'. A 'Next' button is located at the bottom right of the form.