

CLICKPOST X FOREVER NEW

How Forever New Reduced Dispatch Processing Time by 80%

Read the case study for ClickPost
Darwin's implementation

80%↓

Reduction in
Processing Time





Industry

Fashion & Lifestyle (Luxury Women's Wear)

Solutions Used

Dispatch Automation | Visibility | POD
Management | Store Dispatch
Management

Forever New – A Snapshot

A premium women's fashion brand, known for its elegant and contemporary collections. With a strong **retail footprint of 35+ stores across India**, the brand's operations are anchored by an efficient supply chain that supports their nationwide offline presence.

35+
Stores

1
Warehouse

//

ClickPost has completely streamlined our dispatch and store operations. The time we save now is enormous. Our store teams are empowered, warehouse processes are efficient, and everything is smoother. Thank you, ClickPost!



Sushil Lakhera

Head of Supply Chain, Forever New India

Forever New's Warehouse Operations strained as shipments increased

Their challenges included:

- Dispatch processing took 2.5 to 3 hours per batch due to **manual workflows**.
- Warehouse teams faced **extended working hours** caused by paperwork bottlenecks.
- No visibility into where consignments were post-dispatch, **tracking was manual and fragmented**.
- **Inter-store transfers and returns were delayed**, as stores had to wait for paperwork to be completed centrally.
- Frequent **errors in documentation** due to manual intervention.



Earlier, the transporter would spend almost 3 hours in the warehouse just for manual dispatch paperwork. It exhausted warehouse teams and delayed our entire process.

Sushil Lakhera

Head of Supply Chain, Forever New India

Forever New Implemented ClickPost Darwin to automate and digitize dispatch workflows

01

Automated LR Creation & Box Label Generation

as stock gets ready.

02

Store Dispatch Management Module

allowing store teams to create inter-store transfer dockets independently.

03

Carrier API Integrations

enabling scan-based, real-time pickups without manual paperwork.

04

End-to-End Visibility Platform

for tracking consignments and POD management.



With ClickPost, the moment stock is ready, we generate dispatch documents instantly. Carriers just scan and pick up, no manual tracking, no paperwork. Everything is fast and seamless.

Sushil Lakhera

Head of Supply Chain, Forever New India

Key Results

Metric		Before ClickPost	After ClickPost
Dispatch Processing Time		2.5 to 3 hours per batch	20 mins; 80% faster
Warehouse Working Hours		Extended due to documentation	3 hours saved daily through automation
Inter-Store Transfers & Returns		Manual, delayed, error-prone	Digitally managed, real-time
Consignment Visibility		Manual tracking, limited insight	End-to-End real-time visibility
Carrier Pickup Process		Manual scan & paperwork	Scan-based instant pickups

Forever New India's investment in automated B2B logistics delivers significant returns

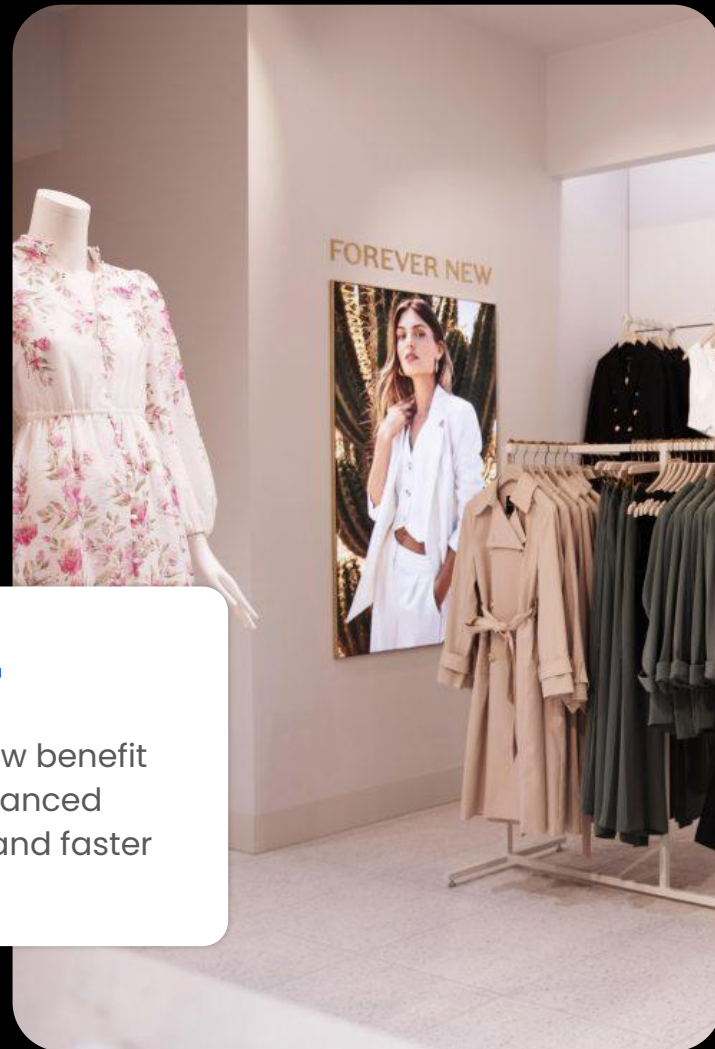
80%

reduction in
dispatch
processing time.

Significant
decrease in
manual errors and
documentation
delays.

35+

stores now benefit
from enhanced
visibility and faster
control.



ClickPost Darwin

ClickPost Darwin transforms B2B retail logistics operations by providing the unified visibility, process automation, and performance analytics needed to convert logistics from a cost center to a strategic advantage for ambitious brands like Forever New

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