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## **DWFF TURN TO DODDLE TO ENABLE SECTOR LEADING ECOMMERCE SOLUTION ACROSS FITNESS FIRST GYMS**

DW Fitness First has chosen leading click & collect technology specialist Doddle to create a first for the fitness industry - an ecommerce solution that enables customers to order sports kit online at DW Sports ([www.dwsports.com](http://www.dwsports.com)) and have it ready to try on and use the next day at the gym.

With personal trainers becoming an increasingly important source of kit advice, DW Fitness First is giving its gym members the ability to act instantly on their recommendations. Members can now order recommended kit and have it delivered straight to a digit secure locker at their local gym so they can try it on in the changing rooms at their next visit.

To create the ultimate frictionless experience, members can then either use the kit immediately or return it on the spot using one of Doddle's fully automated returns pods. Using a pod, members can make a return in seconds by keying in details about their package, dropping their item into a secure chute and receiving email confirmation of the return.

The new secure Kit & Collect lockers are currently being trialled at three of DW Fitness First's popular London locations (Cottons Centre, Fenchurch Street and Hammersmith) with DWFF planning on rolling them out to Fitness First gyms nationwide. The lockers are primarily there to be used by members but can also be used by any customer buying from DW Sports with DW Fitness First seeing it as a way of driving fitness enthusiasts into their gym environments.

In blurring the boundaries between the physical and digital and retail and sports environments leading sportswear brands will see the new fulfilment solution as pivotal to high profile kit launches with customers able to buy, try, use and even return kit in a single environment.

Lee Pinnington, Retail Director at DW Sports Fitness, commented: *'Being able to fulfill kit orders in the environment in which they'll be used is a watershed moment. It's the ultimate realisation of our behaviour first approach to retail. Today's sports consumer wants to blend shopping seamlessly into their worlds, interests and lifestyles and Doddle's automated fulfilment solutions, delivered in the gym environment, enable them to do just that.'*

Doddle's 'Powered by Doddle' technology is fully integrated into DW Fitness First's ecommerce platform to enable the sportswear retailer to track expected orders, while Doddle's integrated comms solution alerts gym goers when their kit order is ready to try on and use at their gym or when their return has been received and refunded.

Mike Richmond, Chief Commercial Officer, Doddle commented: *'Omnichannel and multichannel are words that we hear all the time in the industry, but customers just think about shopping. And the old adage that good retail is about getting the right product in the right place at the right time has never been truer.'*

*'When we were approached by DW Fitness First, we immediately saw the opportunity because the solution has an amazing convenience factor that we know consumers need and will embrace in their increasingly busy lives.'*

### **Ends**

For further information, images or interviews please contact:

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### **About Doddle**

Doddle believes in the power of lasting impressions and helps carriers and retailers around the world create ecommerce delivery and returns experiences that attract customers, create differentiation and foster loyalty.

Doddle uses its years fulfilment experience - developed in one of the world's toughest ecommerce markets - to help retailers and carriers devise sector leading fulfilment strategies that enhance customer experience, promote sustainable solutions and drive profitability and efficiency.

Doddle's white-label technology powers the creation, roll out and management of a full delivery ecosystem enabling processes from click & collect, click & reserve and pick & ship through to automated returns. Each of its solutions is designed to drive loyalty, create cross selling opportunities, promote efficiency and address the need for more sustainable solutions.

Doddle's expertise and technology is trusted by some of the world's biggest retail and fulfilment brands from ASOS and Amazon to USPS and Australia Post.

Headquartered in London, Doddle also has regional teams in the US, Australia, Europe and the Middle East.

Find out more at: <https://solutions.doddle.com/>