Adding B2C Fulfillment Capability with Minimal Resource Impact

Major B2B Footwear and Apparel Brand Overcomes Ecommerce Growth Obstacle by Using Orders Now®

The Challenge

FILA, a global footwear and apparel company faced the challenge of processing large holiday order volumes originating on the eBay marketplace. FILA system and warehouse constraints from their current B2B warehouse structure prevented FILA from selling direct to consumer. This resulted in poor seller ratings, canceled orders and failure to meet customer expectations. FILA looked too Far Corner for management of their B2C order process and fulfilment capability by utilizing the self-contained Orders Now® Pod at their warehouse facility. Far Corner provided all equipment, labor and software to complete the Orders Now® Pod. FILA's marketplace orders flowed through ChannelAdvisor directly into Orders Now® for immediate fulfillment.

Fast Onboarding and Minimal Resource Distraction

The Orders Now® web-based solution and rapid labor deployment meant that bringing up the solution in the FILA warehouse was accomplished in one week. The small foot print of the Orders Now® work station or "Pod" utilized approximately 300 sq. ft of existing available space and prevented any changes to existing lines or workflow. Orders Now® provided real time order processing visibility to all FILA personnel at any location globally.

Tangible Results

- ➢ **In a six-week period, 16,253 B2C orders containing 17,253 units were processed through the Orders Now® Pod!**
- ➢ **Single day order throughput of 1,312 units**
- ➢ **Generating $482,900 in revenue**
- ➢ **Large reduction in customer service inquiries and cost**
- ➢ **Improved FILA seller ranking on eBay**
- ➢ **Improved order management visibility**

SOLUTION SUMMARY

Challenge

-Process large volumes of single unit, direct to consumer capacity in existing FILA warehouse

-Minimal impact on current B2B processing line and workflow,

-Low demand on IT resources for integration with existing systems,

Solution

-Small footprint shipping stations or "Pods" that fit in existing available space or in a Far Corner network warehouse

-Web based platform with robust API catalog,

-Carrier compliant shipping label production for all carrier service levels to utilize fastest and most cost-effective routes,

- Shipping solutions for domestic and international mail as well as small parcel

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