



## CLOTHING RETAILER CASE STUDY

# Legendary Whitetails Gains 99.9% Order Accuracy and Reduces Freight Costs with Logistyx Software



**Legendary Whitetails (www.deergear.com) is a direct-to-consumer marketer of affordable fashion clothing for**

**whitetail deer hunters. A thriving online retailer, the company has grown 25% to 30% year over year since sending out its first catalog in 1999.**

**Sales are busiest during deer hunting season when operations ramp up from 100 orders to 8,000 orders a day.**

## CHALLENGE

Legendary Whitetails had completely outgrown its systems. The fulfillment team had to manually export orders from the order management system and import them into the shipping system, a labor-intensive process.

"We did not have the real-time data we needed to maximize efficiency and better serve our customers," said Ben Huffman, vice president of operations for Legendary Whitetails. Additionally, Huffman wanted a more flexible multi-carrier shipping system that would enable him to better control freight costs.



## SOLUTION

The company selected Logistyx Technologies' order packing and multi-carrier shipping software to be integrated with the company's new MICROS-Retail order management system.

"This gave us a seamlessly integrated order and shipping solution that would accommodate our growth," said Huffman.

Now, there is no time wasted with manual data entry and data file exports:

1. Order data is automatically sent from the order system to the order pack fulfillment system.
2. The staff scans and verifies line items as they pick.
3. Packers capture and validate each line item by UPC and quantity shipped.
4. The system automatically detects duplicate or incorrect items being packed and it tracks back order status and adjusts inventory automatically.

Once the order is complete, it is processed for shipping according to the business and carrier selection rules embedded into the shipping system.

*"With the Logistyx order fulfillment software, we can train staff in a matter of minutes. We've now established metrics we know the packers can meet, and we can evaluate them in a very short time."*

—BEN HUFFMAN

Each pack station is also outfitted with Zebra label printers to produce shipping labels once orders are closed out. Both the shipping and order fulfillment software modules are installed on 20 packing stations throughout the warehouse.

The new process has delivered greater speed and accuracy:

- Outbound order accuracy rate reached above 99.9% on a volume of 60 orders/hour per station.
- Manual interruptions in the workflow were eliminated, allowed the company to respond to customer service needs right up to the point of shipment.

## MULTI-CARRIER SHIPPING DRIVES BETTER FREIGHT RATES



Legendary Whitetails uses small parcel carriers, the U.S. Postal Service® and shipping consolidators for delivery, all maintained on the Logistyx system. This multi-carrier system approach has delivered immediate payback in carrier negotiations.

“When you’re dealing with an arbitrage rate shopping system it’s fairly cut and dried as to who is going to deliver the package,” he said, “If you can compare similar service levels between carriers, you force them to compete on price and get creative, so they come to the table with their best rate.”

Huffman also likes the ease with which he can add new carriers. “For example, when we wanted to add a new carrier like Newgistics, it was no problem at all. It was cost effective to do, making it a slam-dunk to make this kind of decision,” he said.

**During deer hunting season, Legendary Whitetails orders go from 100 orders to 8,000 a day.**

## RAPID RAMP-UP WITH MINIMAL TRAINING

The Logistyx solution has also reduced training time. “We rely heavily on seasonal labor so we need a system that allows for a very quick learning curve,” said Huffman.

## SMOOTH IMPLEMENTATION AND BUILT-IN REDUNDANCY

Huffman wanted the Logistyx system to go live in conjunction with the new order management system. Logistyx delivered. “We went from a signed contract to ‘live’ in 10 weeks, but I am confident we could have done it in half the time if it had been necessary,” he said.

Huffman also likes the systems redundancy he now has. “Most companies have one or a few manifesting stations installed at the end of the line. If one goes down, it can have a big impact on capacity,” he said. “With the Logistyx pack/ship model, you add all these levels of redundancy, so if one of these stations goes down, we only lose 5% of our capacity instead of 50%.”

## BENEFITS

**99% order fulfillment** accuracy improvement.

**Increased flexibility and visibility** by eliminating manual processes.

**Reduced training time** from hours to minutes.

**Instantly strengthened negotiations** with carriers.

**5 to 10% package cost** reduction.

## ABOUT LOGISTYX TECHNOLOGIES

Logistyx Technologies offers flexible multi-carrier shipping software solutions that help companies reduce order-to-delivery costs while boosting efficiency and choice. For more information, visit [www.logistyx.com](http://www.logistyx.com).



**Contact Logistyx to streamline your shipping operations.**

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