Logistyx
TECHNOLOGIES

Lightbulbs.com Doubles Shipping Throughput Without Adding Staff with Logistyx Solution

Service Lighting and their online superstore, LightBulbs.com, have provided lighting solutions for more than 1 million businesses and homes since 1951. When Paul McLellan, President, launched the company's online store in 1996, he knew that technology was going to drive the growth of their company.

Now, their e-commerce site brings in 80% of their business. Sales are busiest during the holiday season, when order volume triples and shipping operations ramp up from 700 to 2,500 packages a day.

CHALLENGE

LightBulbs.com had six shipping workstations, all with standalone, carrier-provided shipping software. The shipping process was cumbersome because the staff had to continually scan orders in multiple carrier systems, type in dimensions of every package and manually compare and choose the best carrier rate and service.

"Shipping was our biggest bottleneck," McLellan said, "We needed to find a way to automate our process and increase productivity."

SOLUTION

LightBulbs.com implemented the Logistyx multi-carrier shipping software along with two Rice Lake iDim 3D Dimensioning systems and two Size-IT mobile dimensioning calculators.

FROM 6 SHIPPING STATIONS TO 2, NOW HANDLING DOUBLE THE SHIPPING VOLUME

With the Logistyx shipping system, McLellan gained the ability to load all carriers onto one platform and automate carrier rate shopping and shipment processing. The dimensioning systems automatically capture and upload package measurements to the system, further saving time.

"We doubled sales in our peak season and were able to handle all the shipping without adding staff. I don't know how we could have done that without this system."

— PAUL MCLELLAN

Paul McLellan, President, Lightbulbs.com

As a result, Service Lighting has streamlined and sped up shipment processing and is now handling the same volume of work on two shipping stations instead of six. "We were able to reallocate employees to other areas in the warehouse that needed help," McLellan said.

"The Logistyx shipping system makes the shipping process extremely simple," McLellan said, "All the employee has to do now is scan the order barcode on the package and the system's business intelligence does all the heavy lifting behind the scenes."
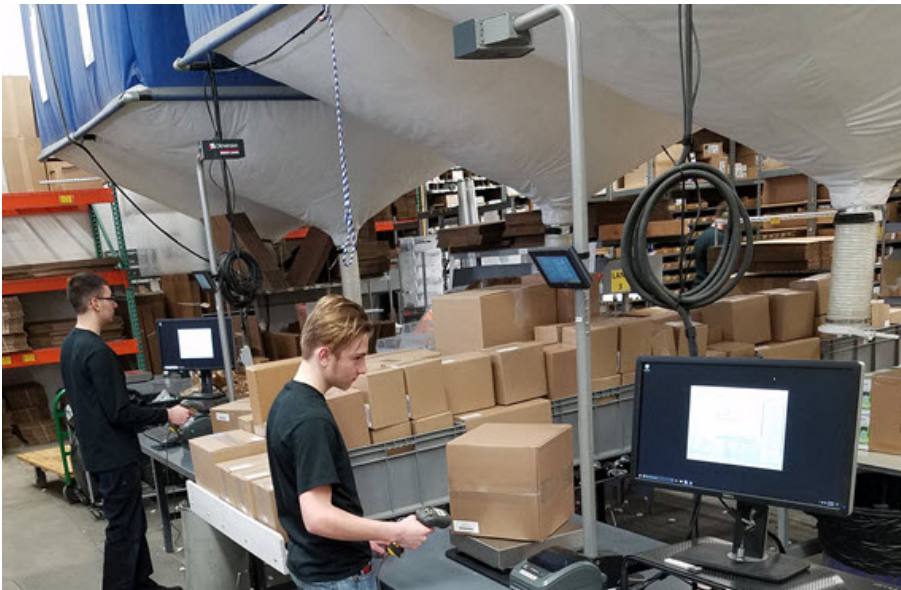
LightBulbs.com's new shipping workstations feature an all-in-one solution of Logistyx multi-carrier shipping software, Zebra scanners and printers, scales and Rice Lake dimensioning systems.

E-commerce has played a big role in building Lightbulbs.com's thriving business. More than 80% of its orders come in through the company's e-commerce sites.

SUMMARY

According to McLellan, the new shipping system has revolutionized their process. Labor savings alone have quickly cost-justified the investment.

"We doubled sales and shipping volume in our peak season without adding staff," he said. "I don't know how we could have done that without this system."

ABOUT LIGHTBULBS.COM

Service Lighting, the company behind LightBulbs.com, was founded in 1951 and built from the ground up as a company focused on customer service. That philosophy is still going strong today. LightBulbs.com's staff has decades of experience in light bulbs, ballasts and fixtures and is happy to share their knowledge with customers. LightBulbs.com prides itself on having many options and a huge inventory on hand, ready to ship.

"Now, our integrated dimensioning systems allows us to capture dimensions and automatically upload them into the shipping system, eliminating manual labor and data entry errors"

BENEFITS

Fast, Error Free Shipping.
The entire shipping process now requires less resources, and the staff can handle double the volume on two shipping stations instead of six.

Easy Employee Training.
"I can now hire new employees and train them in less than two hours on our shipping process."

Fast, Automatic Dimensions.
"We used to type in all our package dimensions. Now, our integrated dimensioning systems allows us to capture dimensions and automatically upload them into the shipping system, eliminating manual labor and data entry errors."

Configurable System.
"We strive on cutting edge technology, and really liked that the Logistyx system allowed us to configure the interface to meet our specific needs."

Easier to Maintain.
"IT staff was maintaining three software systems on six workstations. Now, we are maintaining all carriers on one system."

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.

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Contact Logistyx to streamline your shipping operations.
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