With Ship-From-Store in Place Pre-Pandemic, Belk & Logistyx Technologies Thrived as E-commerce Orders Surged

Belk, Inc., a private department store company based in Charlotte, N.C., is where customers shop for their Saturday night outfit, the perfect Sunday dress, and where family and community matter most. But Belk is more than shopping — it's where you find your own unique way to express who you are.

BUSINESS CHALLENGE

To meet consumer demand driven by the growth in e-commerce, Belk committed in recent years to investing in supply chain technology enhancements to better serve customers, including finding new methods to optimize fulfillment and shift more e-commerce delivery origins from distribution centers to stores. While simple in theory, executing store-level shipping presents considerable challenges, including limited carrier selection and complex rate shopping.

SOLUTION

Logistyx addresses these and other fulfillment challenges for Belk with Logistyx TME, a solution that provides stores with instant access to carriers and services offering the best rates for each particular location. Seamlessly integrated with Belk's order management software, the solution supports multi-carrier rate shopping, shipment execution and label generation, real-time shipment tracking, and delivery transparency.

Leveraging TME, Belk utilizes its stores as mini distribution centers without having to employ major process changes to get shipments to customers' homes, a key advantage as parcel count increased considerably due to the COVID-19 pandemic.

When faced with carrier capacity limits, Logistyx helped Belk grow its carrier network by tapping into its library of more than 550 carrier integrations. This added greater capacity into Belk's parcel delivery mix by introducing more options through using regional and specialty last-mile carriers, while also reducing transportation costs to provide a consistent level of service to customers.

Seamless integration with order management software

Stores as mini distribution centers

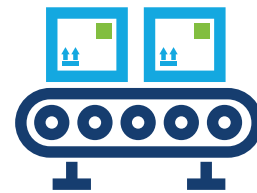Greater carrier capacity with new integrations

RESULTS

By automating Belk's processes and providing advanced parcel management solutions through TME, Logistyx empowered Belk to quickly and cost-effectively transform its fulfillment operations to provide ship-from-store capabilities.

Expanding its fulfillment options with ship-from-store functionality using Logistyx TME well before the COVID-19 pandemic hit was instrumental in providing the agility required to help Belk manage the shift in consumer shopping patterns, move its in-store inventory, and provide greater omnichannel fulfillment capabilities.

Utilizing Logistyx also allowed Belk to:

Meet increasing parcel shipping demands while controlling costs

Improve efficiency and organization around ship-from-store operations

Decrease shipping time nationwide from its 291 store locations

Streamline the pick, pack, and ship process

Logistyx Technologies is the leader in Transportation Management for parcel shipping, providing an unmatched global multi-carrier network, predictive analytics, and full visibility into customer deliveries. Its software boosts parcel shipping efficiencies and other business KPIs for many of the world's top manufacturers, retailers, and logistics providers.

**Contact us today for a complimentary consultation.
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