

ECOMMERCE STAR HOLLAR OPTIMIZES FULFILLMENT IN FRONT OF EXPLOSIVE GROWTH



THE PROBLEM

Sales were rising rapidly. Shipping was free on orders over \$25, and just \$4.95 for orders less than that, so controlling costs was critical in order to maintain margins. So, the question became, how could Hollar continue to profitably meet customer fulfillment expectations, without sacrificing the fun customer experience that is the essence of the company's brand?

THE SOLUTION

In order to be able to fulfill with confidence and delight their customers, Hollar needed to get lean and stay lean. That means they had to first optimize fulfillment costs (get lean), then continuously monitor shipping operations to stay on top of both their own growth and the inevitable changes coming from the market and the carriers (stay lean).

To get lean, they used the Optimum Fulfillment tool TurboRFP feature to take control of their carrier negotiations. In contrast to the usual lengthy, painful, ad-hoc process of pulling together an RFP, the TurboRFP process used detailed, actual shipping data to quickly generate a data-driven RFP for all of Hollar's carriers.

To stay lean, Hollar uses the continuous monitoring capabilities of the Optimum Fulfillment tool to ensure that the benefits arising from the RFP process are actually achieved, and to identify opportunities for further improvement in customer satisfaction and cost savings going forward.

THE COMPANY

hollar

Industry: B2C eCommerce

Hollar is a major online retailer of cool products at incredible deals starting at \$1. Featuring thousands of items from toys and electronics to home, beauty and apparel – including unique curated gift and party collections – Hollar is all about the joy of discovery. The company was founded in 2015 by a team of retail and internet industry veterans and is backed by some of the top investors in Silicon Valley.

The program helped support our rapid growth by providing immediate feedback on best available shipping options.

-Jang Lee, Chief Financial Officer

THE RESULTS

Using the TurboRFP feature of the Optimum Fulfillment tool, Hollar was able to immediately achieve a significant cost reduction while maintaining customer service levels. How? Thanks to the ability to automatically generate more accurate, data-driven RFPs for all its carriers and quickly analyze the resulting proposals to identify the best service combinations to meet its needs.

We were able to leverage the analytics behind Optimum to optimize and create efficiency in fulfilling customer orders.

-Jang Lee, Chief Financial Officer

As Jang Lee, Hollar's Chief Financial Officer noted, "Our customer base is growing fast and so are their expectations on delivery. The Optimum Fulfillment tool helps us quickly analyze our fulfillment data to procure the best services that keep our customers happy."

Using the continuous monitoring provided by the application, Hollar achieved even more savings, almost doubling the initial savings. And because the RFP process was now automated, Hollar is able to easily add additional carriers and painlessly switch between them, increasing its service options for a better customer experience and lowering costs even further. Said Lee, "We are an eCommerce company and pride ourselves on creating amazing customer experiences. Fulfillment is key to delivering on that promise. The Optimum Fulfillment tool provides the insights we need to get our products into our customers hands as efficiently as possible."



Purpose-built to analyze and provide intelligent insights for direct-to-customer fulfillment, the Optimum Fulfillment tool enables companies to fulfill with confidence and delight their customers by providing the insight and analysis required to improve fulfillment chains and meet rising customer expectations on delivery time and convenience.

Analysis using the Optimum Fulfillment tool revealed that carrier shifts for some routes could lead to improved customer service, with transit times reduced from about a week to 2-3 days, and **savings of up to 40%.**

ABOUT US

Optimum is a leading provider of logistics network transformations. We help companies find and execute efficiencies in their entire logistics network, from the factory to customers, either through their distribution and fulfillment centers or ones they manage with partners.

By applying best practices and a holistic understanding of each client's operations and business model, we align logistical improvements to the goals of the entire business. The Optimum Process results in faster delivery times, increased operational efficiencies, reduced shipping costs, and improved product margins.

Our customers increase sales, fulfill with confidence, and delight their customers by improving their delivery experience. As a result, Optimum allows businesses of all sizes to meet customer expectations in a rapidly transforming e-commerce world profitably.

For more information

 www.optimum-sco.com

 [LinkedIn](#)