

# Giving Fotter the remote 24/7 support that it needs

Based in Argentina, footwear retailer Fotter was experiencing a boom in popularity when it first approached Peoplevox. It was looking for a WMS that had a global imprint: one with ever-evolving workflows that would support its growth and that also had the capabilities to support it at any hour of the day.

So when we started talking to them from our London office, they were keen to find out how the relationship would work with a 4 hour time difference. When they saw how powerful our e-commerce focused WMS was at supporting apparel brands, and learned about our best-in-class remote implementation and 24/7 support, it was an easy decision for them to choose to work with us.

## The Background

Founded in 2011, Fotter was the first online retailer to specialise in footwear, accessories, and apparel in Argentina. The founders saw massive potential for growth in their market and decided to take the opportunity with both hands. Their business has gone from strength-to-strength during that time, growing to a stage that the need for a WMS with specialist apparel workflows became apparent.

## The Brief

Working in a developing e-commerce market, Fotter was keen to keep its competitive advantage. Its leaders knew that there was the potential for another brand to come into the market offering quicker delivery times. Wanting to stay a few steps ahead of its competitors, Fotter decided to invest in a WMS that promised to improve its warehouse efficiency.

After seeing how seamlessly Peoplevox's WMS could integrate with Magento, and how much stronger the WMS could make its existing tech stack, its operations team decided that it would be worthwhile striking up a conversation with us.

Fotter was running into problems with its Magneto platform. Even though the front-end was well looked after, there were problems with inventory accuracy. Because warehouse staff were dependent on manual processes to locating items in the warehouse, there was a real risk of picking the wrong items. And because they had to update inventory figures in Magento via CSV files, there were inaccuracies that led to overselling.

We decided to work with Peoplevox because we were interested in their solution which included the Magento integration. It is a very good WMS. We are developing many webstores in Argentina and we recommend using Peoplevox as a WMS.

**Ana Hornstein,**  
COO & Co-Founder

Fotter's executive team wanted to eliminate these errors and to improve the speed of their fulfillment so that they could offer their customers the best possible end-to-end experience. This was a particular concern for them as they were looking to further scale their business and maintain their competitive lead.

## The Solution

Fotter was initially attracted to Peoplevox because of our experience helping some of the world's fastest-growing fashion brands to improve the way that their warehouses run. They wanted to use our unbeatable workflows for their e-commerce warehouse.

Any questions that they had about working with a company based on a different continent were alleviated when they learned about how successfully we are able to conduct work remotely. Because we're a SaaS WMS, and not an on-premise solution, we're easily able to implement the WMS from our European offices.

They knew that we weren't going to ask much from their IT team, they knew that they would have expert skills training so that they could configure the system in the future if needed and they knew that they had

access to our support network around-the-clock both during the implementation and after go-live. They had open access to expert guidance when they wanted it and 24/7 support when they needed it.

Our consultants worked with the team at Fotter to establish which apparel-specific workflows would make the biggest impact in the warehouse, showing them how these improvements will lower cost-of-acquisition, will ensure always-accurate inventories and will eliminate some of their biggest warehousing problems.

During implementation, our team was able to easily integrate the WMS with Magento thanks to our Magento plug-in. This ensured that there will always be flawless lines of communication between the front-end and back-end systems.

## The Result

Thanks in part to Peoplevox's specialist WMS, Fotter has been able to maintain its competitive advantage by offering a seamless and compelling end-to-end customer experience:

### **Every order shipped on time, without fail**

If the team ever run into any issues with the system, or if there are ever any concerns, they know that they have access to our team of experts whenever they need it. Our service doesn't stop when the clock hits 6pm in London: it carries on every day and every night all year around.

And, with Peoplevox's WMS, Fotter's service levels have also improved. Consumer confidence that they're going to get exactly what they ordered when they're expecting it has helped the footwear retailer to develop a strong and invaluable group of repeat shoppers.

### **Powerful workflows that evolve with the business**

Fotter's exec team came to us, in part, because they wanted to stay ahead of their competitors. Now, working with ever-evolving workflows that put them in complete control of how their warehouse works, they're able to face the increasing demands heaping on e-commerce companies head-on. They can fulfill quickly. They can fulfill accurately. They are empowered

to give their customers exactly what they want.

### **A strong tech stack**

Working together, Magento and Peoplevox have given Fotter the basis for an incredibly powerful tech stack. There is no longer any room for inventory inaccuracies. Fotter's selling team is able to operate with complete confidence that the items listed on the website are actually going to be available in the warehouse. The strength of the tech stack has enabled them to put their warehousing worries to bed and focus their time and efforts on growing their brand.

### **Improved warehouse efficiency, for good**

Now that Fotter has abandoned its manual processes, it's become almost impossible to mispick. And the speed at which its warehouse workers are able to fulfill orders has dramatically increased: compared to before, the number of orders picked per person has increased by 50%. This has had a knock-on effect on associated warehouse costs: because everything runs far smoother than it did before, Fotter needs to employ 50% fewer staff at peak.