

# Enabling Gymshark to ship every order on time, without fail

When Gymshark's leadership team approached **Peoplevox** in 2016, they knew they needed to change their approach to fulfillment. They'd experienced massive growth over the last couple of years and their existing systems weren't able to cope with demand. That's why they wanted to work with Peoplevox: they wanted to take advantage of our unbeatable workflows for e-commerce warehouses.

## The Background

From being established as a side-job while founder Ben Francis was still at school in 2012 to employing 100+ staff in a 100,000 sq.ft warehouse that stores thousands of SKUs, Gymshark has grown into one of e-commerce's greatest success stories.

The fitness apparel and accessories brand's success can be attributed in part to its strong social media presence. Taking advantage of emergent social media platforms helped the brand to achieve 193% compound sales growth over three consecutive years, catapulting the brand to the No.1 slot in the prestigious 2016 Sunday Times Virgin Fast Track 100.

Here's what that growth looks like in real terms: their revenues grew from £13m in FY 2016 to £43m by close of FY 2017. This is a company that commands its growth.

## The Brief

The need for a specialist e-commerce WMS became apparent on Black Friday 2015. At that time, the warehouse was used to fulfilling 500 orders a day. When this number shot up to 20,000 on Black Friday, the inadequacies of their existing set-up really started to show. And when order volumes jumped to an average of 2,000-3,000 a day at the start of 2016, it became clear that they couldn't ignore the problems with their fulfillment any more.

Gymshark's IT and finance teams, led by Chris Perrins and Seb Mills respectively, decided to replatform to Shopify Plus' enterprise level solution. They needed to be able to easily integrate their new Shopify Plus platform with a WMS that would make their tech stack stronger.

Even before Black Friday 2015, our incumbent e-commerce software system was showing signs of stress. However, a systems crash during the event itself proved we urgently needed a far more robust, scalable, and integrated e-commerce and WMS platform to keep pace with our rapidly expanding business.

**Chris Perrins**  
Financial Director, Gymshark

## The Solution

After a thorough consultation with our consultants where we shared which of our specific fashion-focused e-commerce features and workflows will help them to improve warehouse efficiency, Peoplevox felt like a natural fit.

Going into the project, the Gymshark team had three main priorities:

- Perfect service-levels that helped to foster a top-class customer experience.
- Rapid fulfillment processes that ensured perfect service levels.
- Durability: they knew that fulfillment was both a marathon and a sprint. They wanted a WMS that could cope with the rapid growth that they were seeing.

## The Result

After going live in September 2016 as a Shopify Plus integration, the Gymshark team started seeing some immediate returns:

### No more confusion

Because Peoplevox's WMS has been built to be easy-to-use and easy-to-train, Gymshark's 100+ warehouse staff had no problems transitioning to the new system. They were able instantly to pick, pack and despatch far more efficiently than they had been doing previously. Tribal knowledge had been wiped out.

### A truly scalable solution

Gymshark saw just how well Peoplevox's WMS could deal with their high order volumes. Its capacity to adapt to days with particularly high order volumes became apparent during its six day Black Friday 2016 event, when 90,000 orders were cleared without any problems.

### Workflows that took the panic out of peak

2015's stressful peak season was the reason why Gymshark started talking to Peoplevox. It took its previous systems 10 days to clear just 20,000 orders over the six day Black Friday 2015 event. Peoplevox's ability to handle 90,000 orders with ease really showed the Gymshark team just how powerful their new WMS was.

### Improved warehouse efficiency, for good

With the help of Peoplevox's in-house experts, Gymshark was able to build focused workflows that

Peoplevox's consultants were brilliantly responsive and their willingness to go the extra mile in addressing our specific technical issues made a big difference to the speed and smoothness of the whole implementation.

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Financial Director, Gymshark

Working with Peoplevox's implementation experts, the team was fully skill-trained to configure their new workflows as needed. They chose to invest in our focused solution that eliminates warehouse chaos because they wanted to be in complete control of their fulfillment; with Peoplevox's WMS they have the assurance of 24/7 support as standard without ever feeling like they'll need our intervention.

We helped them to gain the control that they needed over their warehouse.

provided initial relief from its biggest warehousing problems and that continue to deliver a real, measurable impact.

The Gymshark team knows that they've invested in a solution that is robust enough to scale with them and that will continually be evolving to keep pace with the ever-changing e-commerce landscape. They've also invested in a company that truly cares about their success. We're not just a vendor, we're a partner for life.

Using Peoplevox with Shopify Plus has ensured we are no longer hindered or constrained by the limits of our back end systems as previously experienced. At any given time we know exactly the number of orders we have and what is in stock, avoiding the potential for overselling.

**Chris Perrins**  
Financial Director, Gymshark