

Helping SkateHut to improve warehouse efficiency, for good

By the time that SkateHut's General Manager Dell Blundell started talking to **Peoplevox**, he was feeling the pressure of fulfilling the sporting goods brand's rapidly growing number of orders.

He was looking for a solution that was able to cope with its steady increases in demand, particularly with online orders; a WMS with focused workflows that he knew would stand the test of time and wouldn't crack under the strain of heavy order loads. **Peoplevox** was the right solution for his business.

The Background

SkateHut started as a family-run business in 2007, started after the founder saw the potential of introducing Heelys to the UK market while on holiday in Florida. A decade later and they have two physical stores, three warehouses and over 20,000 SKUs.

The Brief

The business' growth has been incredible, but SkateHut has run into some teething issues along the way. A few of them lived in its warehouse.

Because they were using manual picking and despatch methods, as well as using paper orders for picking and making separate courier orders, the SkateHut team were overselling, mispicking and constantly dealing with inaccurate stock figures. On top of this, the warehouse staff were wasting a lot of time as a result of the poor processes that they had to work with.

The problems with their service levels had a knock-on effect on the end-to-end customer experience, as well as their bottom line. In order to manage their problems, they were forced to buy in additional stock to act as 'buffers' for when items were oversold. They also had to hire Customer Service Advisors purely for the purpose of telling customers that the items they had ordered weren't actually in stock. Their

warehousing issues were causing the business to take a real hit.

The SkateHut team knew that their warehouse could be running more efficiently and that their staff could be better supported. That's why they wanted a specialist WMS that would eliminate warehouse chaos and offer them the workflows that they needed.

The Peoplevox WMS Solution helped us gain total stock visibility and restored calm in our warehouse.

Jamie Sippitts
Warehouse Manager, SkateHut

The Solution

SkateHut's team contacted **Peoplevox** at the point that they knew their paper-based warehouse simply couldn't cope any more. We worked closely with the team to get to the bottom of their biggest problems and to determine which of our focused workflows would deliver the biggest impact.

Part of this process involved SkateHut visiting one of our client's warehouses. We wanted them to see just how powerful our WMS is in a real-world situation instead of expecting them to rely on how the system could work in theory.

After agreeing which features would deliver the best initial improvements, and laying out a roadmap for their future development, they worked closely with

our remote implementation team to quickly and seamlessly get their new WMS live. After 12 weeks of implementing, integrating (the WMS needed to integrate with their Sage 200 accounting platform) and training, the SkateHut team had the confidence that they needed to take full control of their fulfillment.

The most positive impact the Peoplevox WMS Solution has had on our business, is the fact that we have been able to scale to where we are and will be able to keep growing without the need to change.

Jamie Sippitts
Warehouse Manager, SkateHut

The Result

SkateHut has seen both immediate and long-term benefits from its new paperless WMS:

Best-in-class warehouse efficiency

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Increased customer satisfaction

As a result of **Peoplevox**'s implementation, the cut-off time for consumers to order next-day delivery moved from 3pm to 7pm. They also were able to introduce Sunday delivery; a first for companies in that area, giving them a significant competitive advantage.

Because overselling was eliminated, they also saw a dramatic decrease in the number of customer service complaints received. They no longer needed to invest additional spend in Customer Service Advisors: with fewer angry customers to deal with, they had nothing

to do. Now, SkateHut's service is rated as 5 stars by 99% of their customers.

Workflows that evolve with the business

SkateHut were keen to work with a vendor which would prove to have staying power. They have that with **Peoplevox**. Not only do they have a team behind the scenes which truly cares about the success of its business, they have the advantage of using workflows that continue to improve the way that its warehouse is run.

In an age of massive disruption for pureplay and multi-channel e-commerce brands, SkateHut is now set up to effectively weather the storm of change. They have a system that will help them to fulfill more, fulfill quicker and fulfill accurately every time.

We can now train someone in half a day, which means we can now have temporary staff up and running a lot quicker and more efficiently.

Jamie Sippitts
Warehouse Manager, SkateHut