



A Footwear Customer Success Story

# Shoe Carnival Sees Immediate Success with Store Fulfillment

## The Retailer

Shoe Carnival is one of the largest family footwear retailers in the US, offering a broad assortment of value-priced dress, casual, and athletic footwear for men, women, and children. Headquartered in Evansville, Indiana, the company operates 405 stores in 34 states and Puerto Rico and offers online shopping at [Shoecarnival.com](http://Shoecarnival.com).

## The Challenge

Shoe Carnival was undergoing a foundational change - moving away from their 3PL and integrating siloed inventory requiring changes to their operational foundation in order to implement an omnichannel strategy. It was a build or buy decision for an OMS, Customer Care, and Ship-from Store.

Shoe Carnival wanted to get its store fulfillment program operational in weeks rather than months, so the time and cost to develop and implement a custom solution was unacceptable. Other key objectives entailed reducing the operational cost and complexity associated with managing siloed inventory, as well as providing the widest assortment of styles using its stores and distribution centers for fulfillment. Achieving these goals would require both technology and operational infrastructure enhancements, and the company was concerned about the frustration and uncertainty that often accompanies implementations.

## The Solution

Shoe Carnival saw enormous merit in Radial's solutions and partnered with the company to manage payment processing, order management, fulfillment, and customer service. With peak season approaching, Radial needed to move quickly to ensure Shoe Carnival's valued customers had an exceptional experience during the busy holiday shopping season. The solution had to be fast and easy, like flipping on a switch, and there was no room for failure as it was turning off fulfillment from the current 3PL and switching to stores and a distribution center in time for the holiday season.



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Radial launched a new order management system with Ship-from Store, Payments, Customer Care, and Transportation just in time for the holidays. More recently, Shoe Carnival added Ship-to Store and In-Store Pickup. Kent Zimmerman, Shoe Carnival's vice president, Digital, said in [Internet Retailer](#) that "the eight-month process of ripping out the previous vendor's logistics setup and implementing Radial's solutions was faster and less costly than buying software and hiring consultants, or systems integrators, to deploy it."

## The Results

Radial's suite of solutions delivered many immediate and impressive results for Shoe Carnival, including:

- Increasing available online inventory from 70K units to 4M units and eliminating out-of-stocks
- Accelerating the six-week rollout from the 60-store pilot to 250 stores live in time for holiday season
- Fulfilling 90% of orders from stores and the remainder from the distribution center using Radial Ship-from Store
- Shipping 99.7% of all orders within two days of an order being placed
- Leapfrogging the performance of the previous year's Black Friday doorbusters:
  - In 2014, sold an increase of 567% in boots between Thanksgiving and Cyber Monday over prior year's entire month of peak

In a Q4 2014 earnings call, Cliff Sifford, Shoe Carnival's president, CEO, and CMO stated, "Once we were able to fulfill eCommerce orders almost at a very close to a 100% - customers began coming in higher numbers—not only our eCommerce site but into our stores as well . . . So I think once we launched the shipment store scenario that was the real turning point of our business."

Shoe Carnival has collaborated with Radial to ship online orders since 2014, and started using Radial to allow customer ordering for in-store pickup in September 2016. According to the [Internet Retailer Top 1000](#), Radial is a top partner for order management and fulfillment and the relationship between the two companies has enabled Shoe Carnival to thrive in a complex retail ecosystem.

As a leading provider of Store Fulfillment technologies, Radial provides the training and expertise—honed by hands-on partnerships with retailers—to get operations and inventory moving. With fast and easy deployment, retailers can confidently go from idea to implementation in less than 90 days—the fastest in the industry.

## About Radial

Radial is the leader in omnichannel commerce technology and operations, enabling brands and retailers to profitably exceed retail customer expectations. Radial's technical, powerful omnichannel solutions connect supply and demand through efficient fulfillment and transportation options, intelligent fraud, payments, and tax systems and personalized customer care services.

Hundreds of retailers and brands confidently partner with Radial to simplify their post-click commerce and improve their customer experiences. Radial brings flexibility and scalability to their supply chains and optimizes how, when and where orders go from desire to delivery. Learn how we work with you at [www.radial.com](http://www.radial.com).

