

US Fashion Apparel Brand Leverages Radial Operations to Meet Customer Demand and Exceed Expectations, Even During Promotional Volume Spikes

THE CHALLENGE

A leading apparel brand with \$2B+ in revenue was deeply concerned about its ability to meet online consumers' expectations. The brand sought to bring its excellent brick-and-mortar customer experience online and made a firm delivery promise to consumers while also providing them with compelling promotions.

As the brand's volumes spiked during promotions, its 3PL struggled to keep up with the pace. The 3PL had difficulty accommodating demand and provided little transparency into operations. The brand sought to make a change that would enable it to meet and exceed customer expectations through operational excellence.

THE SOLUTION

Radial partnered closely with the brand to not only facilitate its delivery promise but also provide clear visibility and insight to the brand's experienced operators.

To help the brand meet volatile promotional demand, Radial continues to implement processes to speed fulfillment. Because of the brand's high rate of single-unit orders, Radial uses an auto-bag system to process these orders separately, decreasing fulfillment time. In addition, expedited orders are prioritized and fulfilled first, even as order volumes increase during promotional periods. More recently, geo-waving technology was implemented, which enables us to rapidly prioritize, fulfill, and ship orders based on destination during high-volume periods.

Another core element of the relationship is Radial's commitment to continuous improvement for the brand. Radial's proactive communication provides real-time insight into operations and the ability to focus improvement efforts to immediately respond to the brand's needs. Our Continuous Improvement teams host Kaizen events, perform Gemba walks, and maintain visual management boards in the facility to ensure we not only succeed but also exceed expectations.

THE RESULTS

In partnership with Radial, the brand is empowered to maintain its customer commitments, even while committing to ambitious growth and promotional activities. We have supported the brand and optimized fulfillment, even as it -

- Holds 2-3 daily promotions
- Experiences ~30% of orders containing only one unit
- Accommodates 13-15% orders requiring expedited shipping
- Experienced 10% year-to-date growth in year-over-year orders
- Forecasts 18% growth in year-over-year peak orders