

ECOMMERCE STAR HOLLAR OPTIMIZES FULFILLMENT IN FRONT OF EXPLOSIVE GROWTH



THE PROBLEM

Sales were rising rapidly. Shipping was free on orders over \$25, and just \$4.95 for orders less than that, so controlling costs was critical in order to maintain margins. So, the question became, how could Hollar continue to profitably meet customer fulfillment expectations, without sacrificing the fun customer experience that is the essence of the company's brand?

THE SOLUTION

In order to be able to fulfill with confidence and delight their customers, Hollar needed to get lean and stay lean. That means they had to first optimize fulfillment costs (get lean), then continuously monitor shipping operations to stay on top of both their own growth and the inevitable changes coming from the market and the carriers (stay lean).

To get lean, they used the Fulfillment Intelligence Cloud's TurboRFP feature to take control of their carrier negotiations. In contrast to the usual lengthy, painful, ad-hoc process of pulling together an RFP, the TurboRFP process used detailed, actual shipping data to quickly generate a data-driven RFP for all of Hollar's carriers.

To stay lean, Hollar uses the continuous monitoring capabilities of the Fulfillment Intelligence Cloud to ensure that the benefits arising from the RFP process are actually achieved, and to identify opportunities for further improvement in customer satisfaction and cost savings going forward.

THE COMPANY

The logo for Hollar, featuring the word 'hollar' in a bold, lowercase, orange, cursive-style font.

Industry: B2C eCommerce

Hollar is a major online retailer of cool products at incredible deals starting at \$1. Featuring thousands of items from toys and electronics to home, beauty and apparel – including unique curated gift and party collections – Hollar is all about the joy of discovery. The company was founded in 2015 by a team of retail and internet industry veterans and is backed by some of the top investors in Silicon Valley.

The program helped support our rapid growth by providing immediate feedback on best available shipping options.

-Jang Lee, Chief Financial Officer

THE RESULTS

Using the TurboRFP feature of the Fulfillment Intelligence Cloud, Hollar was able to immediately achieve a significant cost reduction while maintaining customer service levels. How? Thanks to the ability to automatically generate more accurate, data-driven RFPs for all its carriers and quickly analyze the resulting proposals to identify the best service combinations to meet its needs.

We were able to leverage the analytics behind GrandCanals to optimize and create efficiency in fulfilling customer orders.

-Jang Lee, Chief Financial Officer

As Jang Lee, Hollar's Chief Financial Officer noted, "Our customer base is growing fast and so are their expectations on delivery. The Fulfillment Intelligence Cloud helps us quickly analyze our fulfillment data to procure the best services that keep our customers happy."

Using the continuous monitoring provided by the application, Hollar achieved even more savings, almost doubling the initial savings. And because the RFP process was now automated, Hollar is able to easily add additional carriers and painlessly switch between them, increasing its service options for a better customer experience and lowering costs even further. Said Lee, "We are an eCommerce company and pride ourselves on creating amazing customer experiences. Fulfillment is key to delivering on that promise. The Fulfillment Intelligence Cloud provides the insights we need to get our products into our customers' hands as efficiently as possible."

THE FULFILLMENT INTELLIGENCE CLOUD™

Purpose-built to analyze and provide intelligent insights for direct-to-customer fulfillment, the Fulfillment Intelligence Cloud enables companies to fulfill with confidence and delight their customers by providing the insight and analysis required to improve fulfillment chains and meet rising customer expectations on delivery time and convenience.

ABOUT OPTIMUM

The Optimum team aides companies in finding and executing efficiencies along their entire logistics network, from factory to customer, through DCs and fulfillment centers that they run or have partners managing.

By understanding our customer's operations and business model holistically, improvements to logistics are coordinated with the goals of the entire business. The Optimum process results in faster delivery times, increased operational efficiencies, reduced shipping costs, and better product margins.

Using the Fulfillment Intelligence Cloud software by GrandCanals, The Optimum team focuses on delivering logistics network transformations and best-practice implementations.

For more information



www.optimum-sco.com



[LinkedIn](#)