

Optimizing Customer Labeling for Fortune 500 Owned Nutrition Bar Company



Introduction

In 2022, a nutrition bar company and FST embarked on a strategic initiative to optimize customer labeling, allocating significant resources to streamline the process. FST's dedicated team, comprised of Relationship Manager, Warehouse Specialist, Business Analyst, and Customer Service Representative collaborated closely with the nutrition bar team to enhance the handling of accounts requiring labels, ensuring prompt and cost-effective order processing.

Our Impact

- Cost reduction of nearly \$135,000
- Increased supply chain efficiency



Logistics Services Provided

- Warehousing
- Transportation
- Inventory management

"At FST it does not feel like a transactional relationship, you really work together to find better opportunities and to put best practices in place for the betterment of our individual brand."

~ Nutrition Bar Company

Transitioning Walmart and Amazon Orders

Recognizing the time-intensive nature of labeling cases, the team focused on transitioning Walmart orders to pallet labels, a move aimed at improving efficiency and reducing costs. By July 2023, this transition extended to Amazon orders, though some overlap into August occurred due to short notice received in July.

Overlapping Challenges

While the transition process resulted in some overlap, with orders received in July but shipped in August, the true cost savings are anticipated to be realized in Q4 as the optimized processes become fully effective.



Financial Results

The impact of these changes was evident in the financial results for September, with a notable cost reduction of nearly \$135,000 annually. This reduction was primarily attributed to modifications made in handling Amazon orders.

QBR Presentation and Customer Satisfaction

FST presented the financial results in a Quarterly Business Review (QBR), showcasing the substantial cost reduction. By handling the orders and optimizing the labeling process, FST contributed to a smoother workflow, resulting in a more satisfied customer. Anticipated savings in Q4 and going into 2024 further underscore the success of the collaboration.

Conclusion

In conclusion, the collaborative effort in optimizing customer labeling processes has yielded significant cost savings and operational improvements. The ongoing partnership promises continued success and increased efficiency in the future.