

OMNI CHANNEL / RETAIL



OPPORTUNITY

A global leader in entertainment and multimedia had licensed the operation of its retail stores in the U.S. and Canada. When the licensee entered bankruptcy, the company was forced to find new support for its brand, image and market position. A supply chain strategy and implementation plan had to be built from the ground up in less than 60 days, before the start of the holiday retail season.

SOLUTION

Once this client selected XPO, we invested the necessary resources and capital to have an operational solution in place in less than 60 days. Our solution included value-added services such as re-ticketing for apparel, toys and gifts, as well as IT integration with our client's systems and freight forwarding partner. XPO met an aggressive startup schedule for this implementation: 45 days from project award to receiving, and 75 days from project award to shipping. Our teams successfully accommodated the seasonal surge in volume soon after startup.

After the holidays, when volumes stabilized, XPO fielded a cross-functional team to refine the solution, identify cost and service opportunities, and determine the direction of our client's retail supply chain. We recommended the addition of forward stocking locations for high-volume flagship stores and high-demand products, to ensure sufficient inventory levels at the point of purchase. We also automated certain manual processes for materials handling, to enhance productivity and reduce costs.

RESULTS

With XPO's solution in place, the client was able to realize cost reductions of more than 27% in the first two years following implementation. This resulted in XPO being selected to provide managed transportation and additional supply chain services for other businesses under our client's global umbrella.