CLIENT SUCCESS STORY

Empowering the Growth of Dollar Shave Club with InfoShip®/Vx

About the Client

Founded in 2011, and headquartered in Marina Del Ray, CA, Dollar Shave Club (DSC) is now the number one subscription e-commerce shaving and grooming company in the world. The company currently distributes its products out of two highly automated warehouses (Torrance, California and Grove City, Ohio). After just six years, DSC now processes more than 100,000 customer orders a day. In 2016, the company was purchased by Unilever for $1 billion.

With Growth Came New Challenges

After initially outsourcing its shipping to a Third-Party Logistics (3PL) firm, in 2015, DSC decided it was going to bring shipping in-house and needed a reliable and flexible high-volume shipping system to meet their increased demand.

Their objective was to find a solution that would allow the company to easily accommodate its massive growth, while also offering the ability to "batch" process their massively popular razor "refills." This batching would enable workers on the floor to bulk print labels, all for the same order type, and fill those orders all at the same time, in the exact location.

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After a referral by their warehouse management vendor, HighJump (HJ) software, DSC selected Creative Logistics Solutions (CLS) and its InfoShip®/Vx shipping application. CLS has over 20+ years of experience in successfully implementing high performance solutions for high-volume shipping operations across the US and internationally. In collaboration with HJ, CLS worked to create a new interface between the applications that allowed DSC to handle a high volume of packages, while allowing for like orders to be pre-manifested and users to pack them.

How It Works

CLS and HJ worked in concert to create what is now known as the "Job Release" process. Shipment requests are created by HJ based on the information it receives from the DSC order management system, with similar orders being grouped together into "jobs" of up to a thousand orders a piece. A user then simply goes into the HJ user interface, picks an order type that they wish to process and tells the system which printer it would like the labels to be printed to (Zebra or Sato "Auto Labeler"). From there, a call is made from HJ to CLS and InfoShip®/Vx begins scooping up the orders and processing them one by one, sending the label data to the chosen printer until all orders in the job have been processed.

Shipping each individual order in approximately one second, the system can simultaneously process multiple jobs at a time, while also resolving any buffering issues that might exist at the printers due to the massive amounts of data being relayed. Once each order is successfully processed, the shipment response is written back to HJ. If any of these shipments return an error, they are temporarily quarantined and HighJump is then able to take these shipments and notify customer service of the issue. At that time, a DSC member services employee can review the issue, make any necessary adjustments and resend the order back to HJ for reprocessing.

With its current server specs, DSC is able to process up to 12 jobs simultaneously (up to 12,000 shipments), across the two sites. At "full bore" (12 jobs, one second per shipment), InfoShip®/Vx can ship 12,000 orders in just under 17 minutes. Before CLS and HJ were introduced to the DSC environment, this end to end process would have required DSC to perform multiple manual steps taking a substantially longer amount of time and the use of more resources. Now users simply tell HJ "print this set of orders there."

A Shipping Solution That Works for Them

"CLS's support team is just completely engaged. Their ability to recognize problems and then solve them is just uncanny. I would recommend them highly to just about anyone, especially from an e-commerce standpoint," said Lori Jackson, director of fulfillment for DSC. She described CLS as

extremely adaptable and always looking to see what its staff can do to help a business. "The ability to go from processing 10,000 labels to 100,000 labels in a short period of time is huge. A lot of companies struggle with that," said Jackson. Jackson said she values CLS's understanding of the need for e-commerce companies to be flexible and scale up shipping operations quickly. She stated that CLS's work was critical to helping DSC grow in 2016.

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CLS completed the process in time for the opening of DSC's first warehouse in California in the winter of 2015. When the company opened its second warehouse in Ohio in the summer of 2016, they simply took the processes and applications refined during the California implementation and hit the ground running, continuing to support the company's explosive growth.

In Closing

The objective of CLS is to leverage the tools within InfoShip®/Vx, as well as the extensive experience of its team members to create a shipping solution that is client-specific. InfoShip®/Vx can handle every type of small package shipping configuration, including pre-manifesting, pack and hold, shipping label/pick ticket combination, scan and ship, in-motion, zone skipping and Blackbox/shipping via client packing stations. With CLS's help, customers like DSC meet the growing demands of their customers, day in and day out.

We know that not every small package shipper needs the ability to ship 100,000 packages per day. However, during peak shipping seasons, your system's need to be able to handle increased volumes. InfoShip®/Vx has the power to gracefully process those high volumes, and regardless of how many packages you ship, InfoShip®/Vx will be able to handle the load quickly and efficiently without becoming a bottleneck in your parcel processing operations.

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