

PEEPERS BY PEEPERSECS® ECOMMERCE FULFILLMENT PROGRAM

FULFILLMENT

Peepers Reading Glasses is the leading designer and marketer of innovative, high fashion eyewear products that are available online and at retailers throughout North America. A fourth generation family-owned business, Peepers Reading Glasses is a subsidiary of Sammann Company which was founded in 1952 and is located in Michigan City, Indiana, in the heart of the Midwest.



peepers
by peeperspecs®

SCENARIO:

Originally launched as Peeperspecs.com in 1996, the Peepers website underwent a major upgrade and transitioned to Peepers.com in early 2015. Around the same time, management realized that the company's projected growth was incompatible with its existing in-house operations and began the search for a 3PL partner.

Ultimately, Peepers selected MAI to manage all warehouse, fulfillment and distribution of direct-to-consumer orders from its own website, Amazon.com, orders from small to mid-sized retailers and big box stores. MAI was selected on the basis of its ability to:

- Lower warehousing, fulfillment and distribution costs
- Provide higher order accuracy levels
- Consistently deliver exceptional customer experiences
- Offer creative ideas to strengthen brand equity

APPROACH:

MAI worked with the Peepers management team to ensure the smooth transition of fulfillment operations from Michigan City to MAI's fulfillment center in Elgin, Illinois. Service level agreements (SLAs) were established and maintained throughout the transition. Currently, MAI processes an average of 1,400 orders daily (representing approximately 11,500 pairs of glasses) and manages an active list of over 5,800 SKUs. Among the program metrics MAI has achieved:

- 99.5% order accuracy rate
- 99.7% on-time order delivery
- 48-hour dock-to-shelf inbound receiving

MAI also designed and successfully implemented an automated return policy for Peepers. This program enhancement has improved customer communications and shortened product disposition turn-around times which, in turn, has resulted in cost savings and improved brand ambassadorship for Peepers.

ECOMMERCE FULFILLMENT PROGRAM CONTINUED

FULFILLMENT

RESULT

Improved receiving efficiencies – dock-to-shelf receiving time is under 48 hours

Fast, accurate shipping – 99.7% of all orders ship within 24-hours and with 99.5% accuracy, over 60% shipped same day which exceeds the established SLA.

Reduced shipping costs – MAI's routing program allows clients to select the best carriers at the best prices based upon weight, destination and business rules

Improved customer service – streamlined returns/replacement process, claims filing for lost or damaged shipments and vendor shipment shortages

“MAI BPO Solutions is an integral and valuable partner in our business. Partnering with MAI for warehouse, fulfillment and distribution services allows us to scale quickly and leverage their expertise within the eCommerce and logistics space. MAI has expanded our shipping options and delivered lower rates than what we could achieve in-house. We also upgraded the packaging presentation of our brand at MAI's suggestion. Ultimately, our partnership with MAI has been a rewarding experience that has helped strengthen brand equity with our customers.”

Alec Sammann, CEO / Owner

