twinOaks | WMS

WAREHOUSE
CASE
STUDY

NATURAL LIFE | JACKSONVILLE, FL

How implementing Twin Oaks WMS increased efficiency, reduced processing time for orders and returns, and saved the company over $100K in shipping fees.

COMPANY PROFILE

Natural Life is a lifestyle, gift, and accessories company for women, founded by Patti Hughes in 1996. Today Natural Life is a B2C, wholesale, and key retailer with over 3,000 products that appear in over 5,000 retail stores across the United States. The flagship store and warehouses are located in Jacksonville, FL.

Natural Life implemented Twin Oaks WMS in 2017 to drive improvements in their 40,000 sq. ft. warehouse. Since implementation, they have added a 120,000 sq. ft warehouse. Natural Life processed over 1 million orders and picked over 3.5 million lines in 2022, and they have seen annual growth between 10-20%.


CHALLENGES

Before implementing Twin Oaks WMS in the warehouse, Natural Life faced several 3PL issues. Their biggest pain points were picking orders, order turnaround, inventory accuracy, slow inbound receiving, charge backs, interface issues, slow shipping process, inflexible and expensive changes, and slow manual returns process.

OUR SOLUTION

Natural Life opted to implement Twin Oaks WMS in October, 2017 after their decision to exit a 30,000 sq. ft. 3PL using a Tier 1 WMS and move into their new 40,000 sq. ft. warehouse. Twin Oaks WMS was integrated live with Natural Life's ERP to handle orders, shipping, products, returns, receiving, and inventory adjustments.

The WMS was also integrated with all material handling equipment, including laser curtains to automatically calculate carton dimensions, in-line scales to automatically calculate carton weight, and diverters to automatically sort small packages, LTL, and international packages.Twin Oaks WMS was also integrated with carriers via web api to automate shipping, address verification, and rate shopping.

In the fall of 2022, Natural Life opened its second warehouse of 120,000 sq. feet with fully automated Twin Oaks WMS and now uses the 40,000 sq. ft. warehouse as overflow.
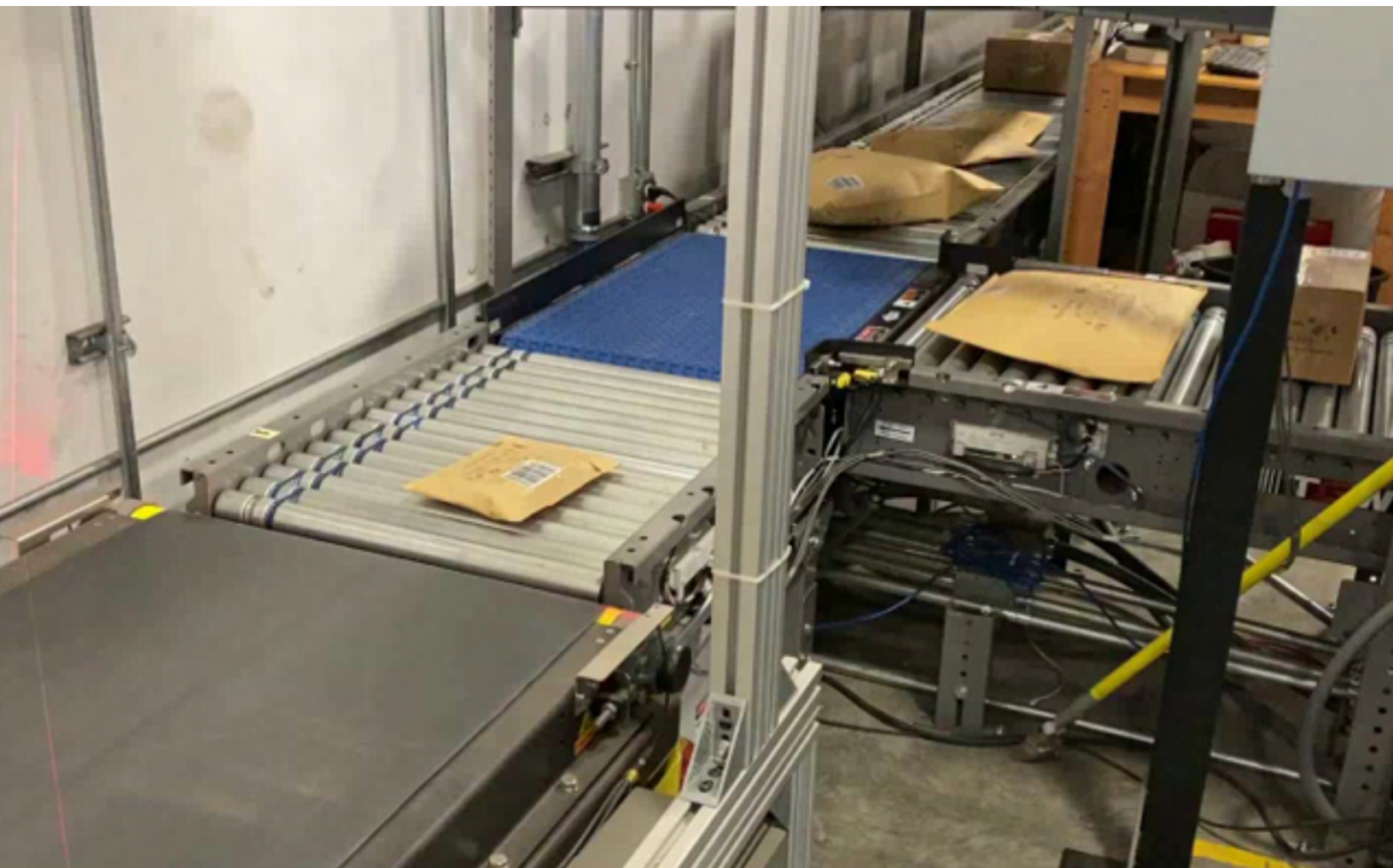
OUR RESULTS

REDUCED COSTS & IMPROVED SERVICES

- Inventory accuracy improved by **68%**

- Ship station processing improved by **500%**

- Accurate carton dimensions saved on dimensional fees

- Accurate shipping addresses saved on address correction fees

- Automated rate shopping with last second conversion to 2 day, First Class, and GFP

IMPROVED ORDER & PICKING MANAGEMENT

- Ability to manage order flow to picking based on consumer, wholesale, key account, shipping zones, cancel dates, order priority, international, and preconfigured releases

- Real time monitoring by supervisors to identify bottlenecks, reposition pickers to high volume areas, suggest picker locations to maximize output, and automatically expand and contract dynamic zones

INVENTORY ACCURACY IMPROVED BY

68%

SHIP STATION PROCESSING IMPROVED BY

500%

AVERAGE DAYS TO SHIP IMPROVED BY

378%

OUR RESULTS

IMPROVED PICKING EFFICIENCIES

- Minimal picking errors

- Automated restock with high priority when out of stock

- Faster picking with voice command and visual cues

- Multiple pick methods available based on work load

- Multiple devices including wearables, guns, glasses, phones, and Bluetooth ring scanners

AVERAGE LINES PICKED PER HOUR INCREASED BY

174%

PICKING ACCURACY

99.37%

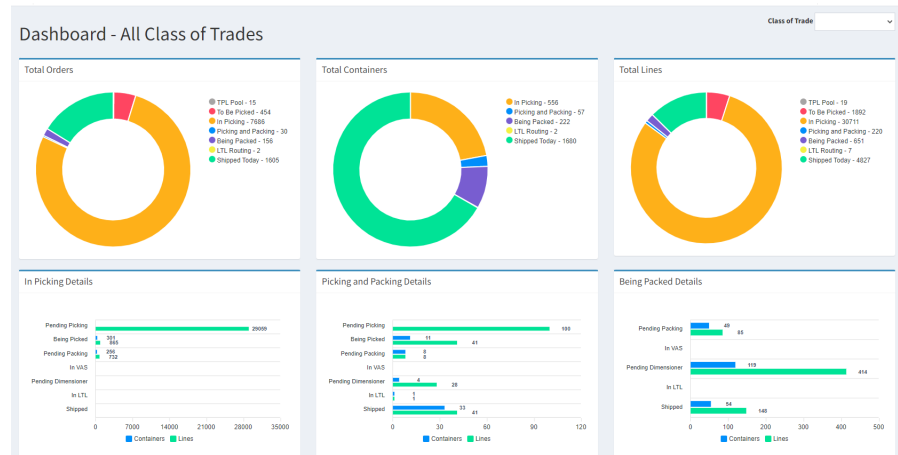### EMPLOYEE RECORD SINGLE DAY LPH

175 LPH

EXPEDITED ORDER TURNAROUND AT PEAK

<4 HOURS

OUR RESULTS

BETTER PICKING MANAGEMENT

- Real time monitoring by supervisors

- Automatically identify bottlenecks

- Automatic pick analysis and recommended picker placement

- New pickers start on day 1

Picking made easy with Android device wearable + ring scanner using Twin Oaks WMS Android App integration

OUR RESULTS

IMPROVED PACKING & IMPROVED CUSTOMER EXPERIENCE

• Customized packing list led to better customer service tailored to customer class

• QC checklist to validate picking accuracy and find pick mistakes

• Integrated return label simplified process for customers

• Ability to print gift messages personalized gift giving

• Breakable items flagged for carton picking vs. envelopes decreased carrier damages by packing in correct container

We believe it's the *little things* that mean the most...

that *kindness* really does matter... you should always *be yourself...* do what you love... and try to make the world *a better place!*

OUR RESULTS

FASTER RETURNS PROCESSING

• Narvar integration enables online returns processing

• Ability to scan tracking number to process return

• Live integration with ERP

• Sellable product transfers back to forward pick

The results were reduced returns processing by one hour, automated return analysis with return reason codes, enforced return rules for non-refundable products, and reduced return shipping costs with rules based return options.

REDUCED DAILY RETURNS PROCESSING BY

1 HOUR

EMPLOYEE EFFICIENCY

Twin Oaks WMS provided Natural Life with real time statistics for all job functions, which included tracking both productivity and quality. This provided employees with real time feedback and assisted in establishing employee goals.

The data was instrumental in evaluating new hire productivity and even helped set a tiered bonus program. The results were increased performance and employee satisfaction.

Y'all I am just so proud! I was looking in Shopify this morning and we only have 30 orders open in Shopify from Black Friday!... one of our largest days of the year! It is truly amazing what you guys are accomplishing, I have never seen orders go this fast!

- Jamie

OUR RESULTS

SIGNIFICANT SAVINGS IN SHIPPING FEES

• Using Twin Oaks WMS, Natural Life was able to run multiple models to negotiate better shipping rates. The automated system uses historical package volume to compare multiple carriers and ship methods to run models against proposed rates and identify the impact of different surcharges.

• These comparative models improved negotiation and solidified decisions to change carriers. This resulted in an annual savings in shipping fees of **over $100,000.**

ANNUAL SAVINGS IN SHIPPING FEES

+$100K

NEW INTEGRATIONS

E-commerce and ERP Integration

Twin Oaks WMS integrates with with Natural Life's Shopify platform and seamlessly integrates with ERP systems, supporting order processing, fulfillment, inventory management, returns, product updates, and in-bound receiving.

State-of-the-Art Technology

Twin Oaks WMS integrates with Amazon Alexa and Thankful AI, enabling Natural Life to ask questions and receive answers in real time.

With integration with robotics systems, WCS, PLCs, and other material handling equipment, Natural Life is leveraging the forefront of warehousing technology.

Return Process Made Easy

With integration with Narvar, Natural Life's returns are fast and efficient. Twin Oaks WMS receives return authorizations from the ERP system and quickly processes unauthorized returns. The entire return process is streamlined, making it fast and easy for the end consumer.

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