



Case Study: Special Fulfillment

Situation

Preferred Media was approached by a company that needed a vendor to store and manage its assets. They were in dire need of outsourcing some in-house tasks in addition to requiring a climate controlled storage facility.

A scenario different than the norm presented itself. The client's assets were not media based. They were machines with corresponding accessories requiring fulfillment services. Multiple vendors and end users were involved and it was our charge to coordinate the retrieval of machines as well as distribute auxiliary products based on worldwide requests being funneled through our client.

Intervention

We were anxious to expand our horizons and delve into a new arena. We took the same approach as we do with all of our customers. We learn about their business and create a plan to best accommodate their needs.

The learning curve began with the receipt of a few machines and accessories. We reviewed the real time work flow with the client and were confident that we would not only meet their needs but would go further and become an invaluable partner.

It was soon apparent that the basic fulfillment requirements were not so basic. The process could be quite complex when multiple variables came into play. We were soon coordinating shipments with third party representatives, U.S. Customs brokers, regulating agencies and multiple air freight companies.



Issues

Although we spent innumerable hours in the pre-planning stages, we quickly realized that the parameters of the account were not as presented. The expectation of the turn around time between the retrieval of machines and receipt thereof was far shorter than what had been relayed to us.

We had initially thought that there would be perhaps three contacts with whom we would coordinate the orders. As it turns out, there are multiple client contacts disseminating information to us on a daily basis as well as extraneous vendors and suppliers. The breadth of the assignment has grown.

Our success in providing the client with the initial services they required spurred them into requesting that we assume more responsibility. They needed assistance in prepping machines for less voluminous market, however they did not have an intermediate vendor. This segment of their business was unlike the one we had become accustomed to. It involved machine-specific procedures that require specialized expertise for which we had to train.

Result

We were able to adjust our processes and services to accommodate our client's expanding needs. This enabled them to streamline their operations resulting in higher internal efficiency. By working in tandem with our client we realized that it would be mutually beneficial if we were to enhance our existing database by designing a custom module. This has proved advantageous for all parties involved.