

CASE STUDY

PROGRAM OVERVIEW:

One of the leading not-for-profit organizations in the United States was looking for an exclusive partner to source and fulfill premiums to accommodate their rapid membership growth. This required rapid responses to donations and/or membership activations, and the ability to handle peak volumes that occur seasonally.

CHALLENGE:

Premiums are a critical component to membership acquisition and renewal initiatives for any not-for-profits. The former premium fulfillment provider did not utilize a Warehouse Management Software System (WMS) to manage their inventory. This led to an average order processing time exceeding 30 days with 400,000+ back orders. Ultimately, this reflected poorly on the organization, as premium fulfillment is one of the first interactions with the organization.

SOLUTION:

Through collaboration and development efforts, SureShip successfully managed all logistics, inventory inspection, SFTP/ data integration, testing, program transition and implementation. SureShip was able to offer a wireless Warehouse Management Software that monitors and tracks inventory in real time. It was also seamlessly integrated with the client's ERP system for secure data transfer and reporting. It also reduced the order process from 30 days to 6 days.

RESULT:

As a result, this not-for-profit client was able to streamline premium processes and manage increased volumes with improved service for new donor acquisitions and membership retention. Over 4 million premiums were fulfilled in the first year of the program with an estimated \$1.4 million of savings. The new process was very well received by the organization and a successful partnership was established.



4 MILLION
PREMIUMS FULFILLED



\$1.4 MILLION
IN SAVINGS



6 DAY
ORDER PROCESS