



A nationwide retailer improves shipping efficiency to deliver orders faster and cheaper

AT A GLANCE

Challenge

JackRabbit needed to improve its order processing, optimize inventory allocation across its 60+ stores and lower shipping costs and delivery times.

Solution

JackRabbit deploys SQQUID to create sophisticated order logistics flows that assign product fulfillment to store locations based on inventory levels, customer proximity and custom rules.

Results

- \$0.38 average cost reduction per shipment
- Up to 27% shorter delivery times
- Reduced man hours for order fulfillment
- 100% reliability (vs 75% before SQQUID)

Key Features

- Double-queue order processing
- Shipment consolidation
- Geo-routing
- Drop shipping

JackRabbit is a nationwide retailer of athletic gear with over 60 retail locations across the United States and with a strong online presence. To differentiate itself from the big-box stores and generic retail websites, JackRabbit focuses on being “your local running store” that delivers expert advice, superior service, running products that are not available elsewhere and experiences that are tailored to the local communities which it serves.

JackRabbit uses SQQUID to optimize its fulfillment operations, improve system reliability and lower both shipping costs and delivery times of its web orders. After implementing SQQUID, JackRabbit saw significant shipping cost savings and reduction in shipping times. The new system is 100% reliable and capable of supporting sophisticated order logistics. These gains are helping JackRabbit deliver better service to its customers and to redeploy order processing staff to more productive and rewarding tasks.

CHALLENGE

JackRabbit was faced with the limitations of its order fulfillment system to support its growing online order volume. While the existing system had its advantages, it also had several impediments.

First, the system did not have the built-in logic to optimize order pick lists, leading to shortages of inventory at some locations, which then could not sell those products to in-store customers, while keeping other locations overstocked.

Second, it could not identify the location(s) closest to online customers, which resulted in orders being sent across country, raising costs and lengthening delivery times.

These shortcomings meant that JackRabbit had to expend considerable resources on constantly reconfiguring the workings of the system, manually manipulating where stores were on the fulfillment order. It was an almost-daily process that took resources away from other tasks within the company.

Additionally, the system was unreliable. During spikes in online order volume, the system could not cope, resulting in up to 25% of online orders being mis-processed and manually re-adjusted.

“Before SQQUID, our systems could not handle order spikes and up to 25% of orders were manually processed. With double-queue order processing, SQQUID absorbs these spikes and intelligently feeds data into our systems.”

Brian Styler

Director of Info Systems & Logistics, JackRabbit

BENEFITS

Cost reductions

Geo-Routing and Drop shipping features provide a flexible solution to optimize allocation of order items across store locations, lowering shipping costs and cutting delivery times.

Turnkey solution

Comprehensive and reliable integrations into popular POS, ERP and e-commerce channels ensure smooth testing and deployment.

Customizable order logistics

Flexible and sophisticated order fulfillment rules support a multitude of order processing scenarios based on location types (store v. warehouse), custom prioritization, inventory levels and customer proximity.

System reliability

Double-queued order processing ensures that orders are never lost and never incompletely processed. Serverless architecture can instantly scale to handle any spike in order volume.



About JackRabbit

JackRabbit is a nationwide retailer of running gear with over 60 retail locations across the United States. The company's mission is "To personalize the fit process, hand-pick the best products, and create unique experiences that grow active communities." JackRabbit differentiates itself through expert advice, superior customer service and by becoming an integral part of the community of runners, cyclists, triathletes and fitness enthusiasts around each one of its locations.

[Learn more at jackrabbit.com](http://jackrabbit.com)

SOLUTION

JackRabbit's team decided that they needed a new solution to help them maximize their order processing effectiveness. "We didn't want to keep putting band-aids on our current system," said Brian Styler, Director of Info Systems & Logistics at JackRabbit. "We needed a complete system that would give us the right tools and information to keep up with our growth."

JackRabbit approached SQQUID to evaluate its geo-routing and drop ship solutions for JackRabbit's needs. SQQUID already had integrations to Magento, which JackRabbit used for their website, and to Runit, which JackRabbit used as their POS/ERP system. After several demonstrations and product roadmap discussions, JackRabbit decided that SQQUID's solution checked all their requirements.

The deployment process involved close collaboration between the two teams. SQQUID ensured that its solution fully supported JackRabbit's order processing flow and JackRabbit verified that its internal processes were properly matched up to SQQUID's functionality.

RESULTS

The gains from switching to SQQUID were immediate, measurable and substantial. Within a few weeks, Styler ran reports that showed savings of \$0.38 in shipping costs per shipment, plus reduction of delivery times by 5% - 27%, depending on shipping method. "Shipping is one of the biggest cost components for a company like ours," noted Styler. "Sending an order across the country is expensive, so being able to source it from a location close to a customer is cost-effective and gets the products into our customers' hands faster."

"SQQUID delivered not just an order processing system, but a sophisticated and flexible order logistics solution that helps us react faster to sales opportunities."

Brian Styler
 Director of Info Systems & Logistics, JackRabbit

In addition to Geo-routing finding closest store locations to ship from, SQQUID's shipment consolidation minimizes the number of separate shipments for each order, further reducing shipping costs. By finding the nearest store that can fulfill all or most of the items in an order, SQQUID helps JackRabbit get orders into customers' hands faster and in fewer packages.

SQQUID's double-queued order updates completely eliminated order errors due to system processing limitations and made order processing 100% reliable. The reliability gains have also helped improve JackRabbit's website performance, lower the load on its other systems and redirect to more productive tasks the human resources dedicated to order corrections.

Styler closed with a comment: "SQQUID delivered not just an order processing system, but a sophisticated and flexible order logistics solution that enables us to easily set up fulfillment processes to react faster to sales opportunities and to adjust inventory allocations based on our customers' needs."

About SQQUID

At SQQUID, we help brick-and-mortar retailers of all sizes thrive, in-store and online. We know that omnichannel retail can be a daunting challenge, so our technology enables users to seamlessly grow and manage sales across different channels. We deliver tools that are affordable and easy to use, yet highly sophisticated; designed to future-proof retailers against rapid shifts in technology and e-commerce trends.

[Learn more at sqquid.com](http://sqquid.com)