# OLYMPIA Sports

A national, omni-channel sporting goods retailer turns crisis into opportunity, quintuples online sales, cuts shipping costs and triples fulfillment efficiency across all store locations

## AT A GLANCE

### Challenge

Scale online sales quickly in the face of the pandemic. Upgrade website and develop an automated fulfillment system across stores to handle a 5x rise in online orders.

### Solution

Redesigned its website and revised its tech stack around SQQUID, all within 90 days. Leveraged Geo-Routing and Min-Max to balance order fulfillment across locations. Implemented order item grouping.

### Results

• 5x boost in online orders within days
• Balanced fulfillment across stores
• Significant shipping cost savings
• 3x fulfillment speedup

### Key Features

• Geo-routing
• Min-max balancing
• Item grouping
• Ship rate finder

From its beginnings in 1975, Olympia Sports has distinguished itself from competitors through premium athletic specialty brand assortment and superior customer service. Today, Olympia Sports serves athletes of all levels at its 66 locations throughout the Northeast, Mid-Atlantic and Mid-West. Its stores are staffed by local residents who also participate in Olympia's effort to give back to the communities through substantial involvement in charities like United Way, Special Olympics, Children's Hospital and many others.

Olympia Sports deployed SQQUID at a critical point in its storied history. Facing a pandemic that threatened the entire retail industry, the company re-oriented itself in record time toward online sales, leveraging SQQUID's industry-leading technology and expertise to set up a sophisticated and easy-to-use fulfillment system that delivered immediate results. Within days of launch, Olympia saw a quintupling of web orders, a significant reduction in shipping costs and a balanced fulfillment queue across locations, enabling it to ship web orders within 12 hours, beating its 48-hour commitment and improving on its previous 33-hour average.

## CHALLENGE

When COVID hit, Olympia Sports was determined to keep its stores open, to make up for falling in-store purchases with growth in its online sales, and to come out of the pandemic as a stronger, nimbler omni-channel retailer.

*"Without SQQUID, some of our stores were overwhelmed with web orders, while others were idling in lockdowns. With Min-Max, we balanced fulfillment volumes across locations and gained control over our inventory levels."*

Brian Styler
*Vice President, Supply Chain and Systems*

The company needed to act fast on several fronts. First, it had to rapidly scale its online sales by upgrading the technology stack behind its website. Second, it had to re-orient its retail locations from in-person sales to online order fulfillment. Last, but not least, Olympia needed a sophisticated, yet easy-to-use fulfillment system to automatically distribute orders between stores based on inventory levels, shipping costs and order queue sizes at each location.

Brian Styler, Olympia Sport's Vice President of Supply Chain and Systems, knew that its pre-pandemic fulfillment management approach would not work for the increased volume of online orders. It relied on manual hourly checks by staff of order queues and inventory levels at fulfillment locations. When stores where running low on certain items or high on the number of orders in their fulfillment queues, Styler's staff would manually "turn off" an entire store from the online fulfillment system.

## BENEFITS

### Rapid 5x increase in online sales

5x boost in online sales within days of the new website launch.

### Balanced volume across stores

Elimination of fulfillment bottlenecks and inventory shortages via automated, balanced distribution of online orders across locations.

### All-in-one shipping system

Significant reduction in shipping costs and major efficiency boost in fulfillment process by using item groupings, lowest shipping rate finder, digital and printed pick lists and one-click shipping labels and packing slips.

### Fulfillment time reduction by 65%

Automation of manual fulfillment management delivered an efficient process, enabling store associates to get orders out the door up to 3 times faster, saving time for operations managers and making the entire fulfillment system more precise and responsive.

**OLYMPIA** *Sports*

### About Olympia Sports

Olympia Sports is a nationwide sporting goods retailer with over 60 store locations across the United States. The company's "superior service and cutting edge assortment is what sets it apart from the competition." Olympia differentiates itself by offering premium athletic specialty brands, superior customer service by knowledgeable associates and convenient locations staffed by local residents.

**Learn more at olympiasports.net**

## SOLUTION

Olympia's team re-designed the tech stack around SQQUID's fulfillment management system. SQQUID enabled seamless, real-time data flows between Olympia's retail locations, which use Runit RealTime POS and Inventory Management, and its online sales channels, powered by Salesforce Commerce Cloud. With the engineering team at SQQUID lending its expertise, Olympia's new website and fulfillment management system went live in less than 90 days.

A key feature of the combined Olympia-SQQUID fulfillment system was SQQUID's new Min-Max algorithm. Designed for multi-store retailers like Olympia Sports, Min-Max automatically balances order distribution among store locations. When a store hits a "max" number of orders in its queue, it stops receiving additional orders until its queue drops below a "min". This ensures that the inventory remains at sufficient levels at each location for in-store customers and that no location gets flooded with too many online orders.

In addition to Min-Max, Olympia's team rolled out Geo-Routing with Item Groupings. This feature optimizes shipping costs for each order by assigning it to store(s) that have the inventory to fulfill the order in the fewest number of shipments. It was paired with SQQUID's suite of shipping tools, like Ship Rate Finder, which finds the lowest available shipping cost for each order, digital and printed pick lists, and one-click printing of packing slips and shipping labels. This powerful suite of tools meant that when Olympia flipped the switch on the new system, it was turning on an automated, intelligent, highly customizable all-in-one fulfillment solution.

> *"SQQUID's Ship Rate Finder was a huge upgrade that allowed us to save a lot of money on shipping."*
>
> Cody Jensen
> *Fulfillment Manager*

## RESULTS

The gains from the new, SQQUID-centered system were immediate, measurable and substantial. According to Styler, "Our website went from about 100 orders per day to close to 500 orders per day within a week from the launch."

"The rollout was straightforward and the system was easy for store staff to understand," said Cody Jensen, Fulfillment Manager at Olympia Sports. "The Min-Max feature performed great from the beginning," he noted, "it really helped us balance web orders between the stores." And Styler added, "Our orders were weighted more toward the west, so without Min-Max, our western-most stores would have been flooded with orders. Min-Max helped balance the load across all stores."

The Ship Rate Finder feature proved to be "a huge upgrade that saved us a lot of money on shipping" according to Jensen, as did the Item Groupings feature, which "made our shipping a lot more cost-efficient." A 3x fulfillment productivity boosts came from having digital and printed pick lists that made order packaging easy, and from one-click printing of shipping labels and packing slips that simplified staff training and order processing.

Styler summed it up, "SQQUID helped us position Olympia Sports for post-pandemic success as a national, omni-channel retailer."

### 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 or contact us: hello@sqquid.com**