

CASE STUDY

FROM WEST TO EAST: BTX UNLOCKS NATIONWIDE E-COMMERCE POTENTIAL

INDUSTRY
- E-Commerce
- Home Furnishings

SERVICES
- 3PL Services
- Home Delivery (B2C)

THE SITUATION

A leading US-based manufacturer, retailer, and e-tailer of premium organic mattresses and sustainable home furnishings has been distributing products from the West Coast for nearly ten years. Over time, the client grew their customer base in the densely populated regions of the Northeast, and as a result, there was an increasing demand for faster transit times. To meet this demand, they looked to their logistics partner, BTX, which has consistently provided reliable and on-time delivery performance to all customers across the US with final-mile services.

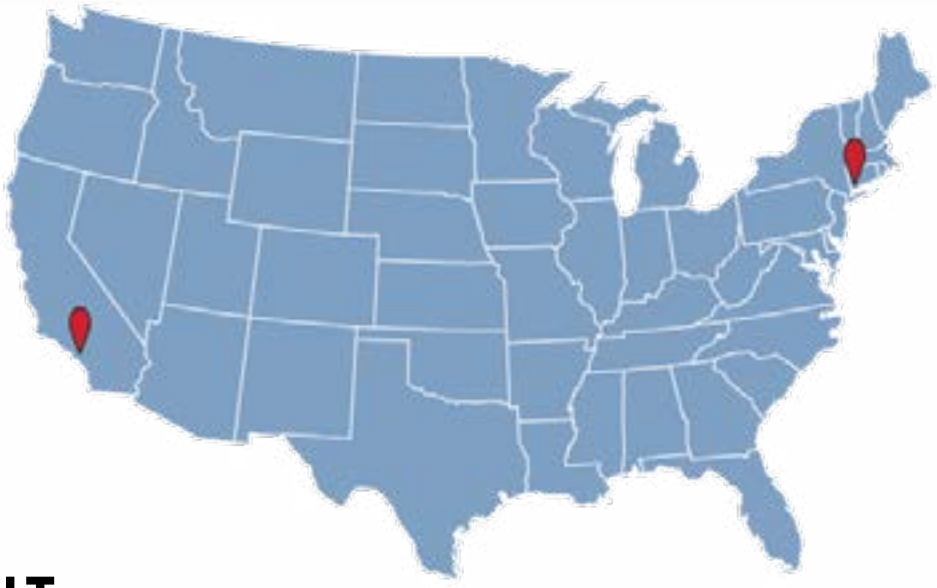
THE CHALLENGE

BTX's client needed to maintain a world-class delivery experience and reduce delivery time for their customers without increasing costs. The client's goal was to deliver within 1-2 days in their most populated client areas, specifically in the Northeast. Traditionally, LTL transit times from the West Coast to the East Coast can take up to five days. Therefore, only distributing products from one facility on the West Coast made the client's goal unattainable without significant cost increases.



THE SOLUTION

BTX leveraged its network and technology to propose a 3PL solution at its Shelton, CT, facility. This allowed for the storage and fulfillment of more than 500 unique product types within 20,000 square feet of dedicated warehouse space. BTX tailored its Warehouse Management System (WMS) to match the data capture elements and integrated its API services with the client's software. BTX incorporated a customized 3PL model by providing its own transportation services (freight and parcel), combined with a warehouse and fulfillment solution.



THE RESULT

BTX's talented 3PL team operates as a second location on the East Coast for the client, providing a seamless customer experience that maintains the same service standards. There was no need to change carrier contracts and technology connections, or undergo the extensive learning curve involved with onboarding new partners. Now, with lower regional delivery costs, the client can maintain its budgeted expenditure levels using BTX's customized 3PL model. This solution enables the client's Northeast customers enjoy a 1-2 day delivery experience. As a result, the client's nationwide delivery average has been reduced to 2-3 days. BTX and the client are in discussions to expand BTX's 3PL model to other strategic locations, eventually aiming to offer a 1-2 day delivery experience nationwide.