

Optimizing Order Fulfillment for a Premium Outdoor Furniture Retailer



Streamlining Efficiency For On-Time Deliveries

A premium outdoor furniture and accessories retailer was looking for help to streamline the shipping aspect of their order fulfillment process. Hundreds of orders are received daily via various retail outlets. Each retail outlet has its own unique process for fulfilling orders.

Each process involved manual and labor-intensive tasks to create the shipping labels, initiate the packaging process and execute package pick-up by a shipping service. After many years of the same process, the premium outdoor furniture the retailer decided to automate with ARDEM to reduce costs and allow in-house staff to focus on more value-add responsibilities.

Transforming the Manual Process

The current process to complete required fulfillment tasks depended on multiple people from multiple departments. The entire process was manual and relied on handwritten information on physical forms. The initial label creation would often occur hours before the warehouse was even notified of the order. The gap of time between one step and the next would often result in a backlog of orders by the end of the day. Since all orders were required to be shipped the same day the order was placed, the backlog was problematic.

ARDEM's approach eliminated all manual intervention and completely automated the entire shipment fulfillment process.

Key Benefits

- Streamlined process to reduce backlogs
- Highly qualified and skilled team members
- Shorter payment cycles with faster processing

What Are the Challenges of Order Fulfillment?

- ⇒ Paper order forms—printing them out and handing them to different departments makes this process slow
- ⇒ Manual data entry—in addition to being time consuming, this process contributes to both errors and duplicate orders.

ARDEM started with one retail outlet with the goal to expand to all retail outlets utilized by the furniture retailer. ARDEM was able to create and customize an entirely new process from scratch based off of the requirements of the furniture retailer. Instead of printing shipping labels and handwriting product codes on them, ARDEM creates digital shipping labels and adds product codes electronically so they are easily read.

The shipping label, customer return barcodes, and product information had previously been printed on multiple pieces of paper. ARDEM was able to streamline onto one digital document. ARDEM also created a digital tracking log so the tracking numbers of all orders placed could be traced daily. Additionally, ARDEM enters order details into NetSuite so invoices can be sent to each retail outlet. ARDEM's quality and transparency mean that the data can be trusted and acted upon faster.

Shorter Payment Cycles with Faster Processing

ARDEM's solution added efficiencies at every level of the order fulfillment process. The work of multiple in-house staff within multiple departments was consolidated into one full-time analyst. Not only has this outdoor furniture retailer benefited from immediate cost savings from utilizing less in-house staff to complete these tasks but also continues to benefit from a shorter payment cycle time now that invoice details are entered into NetSuite quicker. ARDEM is now onto streamlining the shipment fulfillment process for the other retail outlets with the goal of yielding, even more, cost savings in the years to come.



ARDEM targeted the most time-consuming part of the order fulfillment process to help increase efficiency and eliminate the current backlog. As a result, orders are being shipped on time and there is less of a lag between processing and payment.

About ARDEM Incorporated

ARDEM Incorporated delivers success companies looking to efficiently streamline their processes and improve ROI. We implement the world's most sophisticated Technology platform combining human interaction with advance technologies to automate business processes and lower operational costs.

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