



WorkflowOne Improves Inventory Turnover and Cash Flow for Apparel Company

Client

International Manufacturer and Retailer of Upscale Golf Apparel

Market

Manufacturing/Retail

Solution

Critical Communication: Print and Mail solution combined with e-Bill Presentment

Services

Invoice print and mail
Electronic invoice creation
Electronic bill presentment
Electronic order confirmations

Benefits

- Faster inventory turns
- Reduced production errors
- Significant cost savings
- Increased customer satisfaction

Electronic order confirmations help prevent errors in custom apparel embroidery, which saves on costly replacements.

Electronic Bill Presentment allows inventory to be received and hit the selling floor immediately, thus generating sales more quickly.

Situation

Launched in the early 1990s, this international manufacturer of golf apparel has built its reputation on a unique combination of performance, luxury and style. The company distributes its apparel through pro shops, upscale boutiques and its own outlet stores.

Pro shops often purchase shirts with custom embroidered logos of their golf club. Completed shirts are shipped directly to retailers, while the embroidery charges are sent back to the manufacturer for compiling with other costs to create an invoice for retailers. Apparel would often arrive at stores sooner than the invoice data, which was needed to receive the merchandise. As a result, inventory would sit on docks, unable to be received in, creating a sales lag time.

The company wanted to get inventory onto selling floors faster in order to generate more revenue and speed up reorders of this seasonal merchandise. Doing so was especially important in regions with a shorter golf season.

The company struggled with how to:

- Make sure invoices arrived at locations before inventory so it could be checked in quickly and accurately.
- Create a process to confirm and approve customized orders in a timely manner.
- Streamline invoice printing costs and reduce requests from warehouses and pro shops for duplicate invoices.

Solution

WorkflowOne worked with the company's Finance, Distribution and IT departments to analyze their current processes and develop a multi-channel solution to help resolve their receiving and customer service issues. The result was a self-service website for electronic bill presentment to retailers that provides the information they need, with automatic notification when the data becomes available.

WorkflowOne learned that invoice data was needed by retailers before they could place apparel on the selling floor, and that actual invoices were often paid from an entirely different location. Thus it was necessary to provide several groups of people in the supply chain with the information they needed at the appropriate time.

Today, WorkflowOne prints paper invoices and mails them to the office responsible for payment. This could be the headquarters of a conglomerate that owns multiple golf courses, not the pro shop where apparel is sold. A day or two before that mailing, invoice data is posted on a website that pro shops and others can use to retrieve the details they need to receive their inventory.



WorkflowOne is a preferred supplier of critical customer communications to clients in a wide variety of industries. From programming through digital imaging, lettershop services and mailing, all aspects of your project are controlled by WorkflowOne under a single roof. We have redundant centers to provide an extra measure of security in case of business emergencies.

Critical Communications Facilities:

- Timonium, MD
- Salt Lake City, UT
- Columbus, OH
- Elgin, IL

The self-service website has these features:

- Secure log-ins for individual retailers
- Link to UPS shipments can be tracked en route
- Automatic email notification sent to the store's location and their accounts payable department as soon as new invoice data is posted

Retailers can now review their annual order history and time their order cycles to take advantage of valuable promotions and discounts. The apparel manufacturer also can review the activity in each of its accounts and stay ahead of known production issues and specials.

WorkflowOne also designed new ways to receive and process custom orders. An electronic order confirmation file is generated that contains all of the order details (ship to, bill to, purchase order number, item, description, etc.) as well as a color image of any logos to be used on the apparel. This not only serves as an order confirmation, it also acts as a "proof" for custom embroidery, which reduces potential errors and ensures that the latest graphics are used.

Benefits

The new self-service website has improved the manufacturer's workflow and enhanced service to its retailers. The benefits include:

- Increased sales and inventory turns by ensuring that inventory hits the sales floor quickly and accurately.
- Ten or more hours of staff time saved each week by eliminating the need for faxing or mailing copies of invoices to warehouses and golf courses who waited to receive inventory.
- Virtually eliminated calls to customer service from retailers looking for the status of shipments.
- Saved hundreds of thousands of dollars in the first year by dramatically reducing the number of errors in custom embroidery.
- Increased customer satisfaction by simplifying the process for retailers.

Contact Us Today

To learn more about how WorkflowOne can generate results for your organization, contact your local representative or visit our website: workflowone.com

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