

McGEE & CO.



Elementum has given us a single source of truth for managing our customer delivery issues. We have easy and clear visibility to the value-at-risk per order, which helped us save \$120k in shipping and damage costs in just one month.

Jessica Mecham

Customer Claims Specialist, McGee & Co.

RESULTS AT A GLANCE

1,200

delivery issues resolved to date

\$120K

saved in shipping & damage costs in 1 month

5-10X

efficiency increase in resolving delivery issues

25+

hours saved per week across multiple teams

SUMMARY

Syd and Shea McGee turned a small interior design business into a high-end lifestyle brand by combining Shea's talent in design with Syd's start-up experience. Since 2016, McGee & Co. has grown rapidly to 75+ employees and \$35M+ in revenues. They've been featured in numerous home furnishing publications and recently signed an exclusive partnership with Target to have McGee furnishings featured in their stores.

McGee & Co. always wanted to ensure their customers received a high quality delivery experience in line with their brand experience. However, they were relying on spreadsheets and emails to help coordinate any order or delivery issues, including any that involved their 70+ drop-ship partners. This meant details were scattered through multiple email chains, they were resource constrained to resolve customer claims in a timely manner, and it was difficult to identify any common causes behind delivery issues. With Elementum, they now have one place where 1,200 customer issues are tracked and all stakeholders are able to collaborate effectively, saving 25+ hours per week across teams and enabling them to resolve 5-10x more claims than before. In addition, McGee & Co. saved over \$120K in shipping and damage costs in just one month thanks to clear visibility of the value-at-risk and trends in the root cause behind customer delivery issues.

BENEFITS WITH ELEMENTUM

- » Optimized carrier performance and accountability
- » Improved claims processing efficiency & customer satisfaction (C-SAT)
- » Root cause correction thanks to trend analysis per product SKU
- » Significant cost savings uncovered with visibility of value-at-risk across orders

OVERVIEW

- Interior design & furniture e-tailer, headquartered near Salt Lake City, UT
- 75+ employees, \$35M in revenue and growing fast
- Has manufacturing & fulfillment locations, network of 70+ partners
- Recently launched an exclusive agreement with Target stores

CHALLENGES

- No clear visibility of the details behind customer delivery issues
- Productivity loss with tracking issues through spreadsheets, emails
- Negative cost impact from using Shipping Team to process claims in a timely manner
- Customer satisfaction-- a key metric for a lifestyle brand-- was suffering due to delays in order processing

SOLUTION

- Clear knowledge of cost per delivery issue thanks to "value at risk" analysis
- Trends by SKU that drive root cause correction-- ex: recurring use of incorrect packing materials that caused product damage on 30+ orders
- Improved carrier performance and accountability
- Single source of truth that contains every detail about 1,200 customer claims

“We were never able to look at the cost per delivery issue before, never mind being able to track which carrier or vendor was involved. Now with Elementum, we’ve been able to discover specific trends that have really had a big cost savings benefit across the business.” -Teresa Keck, Director of Customer Experience, McGee & Co.

IMPROVED EFFICIENCY RESOLVING DELIVERY ISSUES & CUSTOMER SATISFACTION

As a lifestyle brand, it was always important to McGee & Co. to make sure that the entire experience of ordering from them was of the highest quality. Before Elementum, they relied on emails and spreadsheets to keep track of customer order issues. This added delay to resolving delivery problems, made it difficult to maintain relevant details for a given incident, and complicated coordination among teams, not to mention their 70+ external drop-ship partners. Once all customer delivery issues were centrally managed through Elementum, they had instant and searchable access across 1,200 claims, making it much easier to know what was being done, by whom, and when. This allowed them to save 25+ hours per week across the team and resolve 5-10x more incidents in the same amount of time it used to take to resolve one. And thanks to the increased efficiency, they improved the experience for their customers and increased overall satisfaction.

“When something goes wrong with the delivery of a customer order, it’s a top priority. The problem was, we were sometimes so overwhelmed to meet our dispute resolution service standard that our shipping team would even have to pitch in, which meant a hit to new orders getting out. Thankfully, that problem is now a thing of the past.”

*-Jessica Mecham
Customer Claims Specialist, McGee & Co.*

OPTIMIZED CARRIER PERFORMANCE & ACCOUNTABILITY

A key benefit of having every customer delivery issue in Elementum was the ability to track which delivery partner handled each order and drive higher accountability with partners as a result. For instance, McGee & Co. was able to see that a particular line haul carrier had a higher than average number of damaged items across deliveries. They replaced this carrier with a different partner who had a lot more experience with the special care needed for high-end furniture delivery, creating both cost savings and increased customer satisfaction.

TREND ANALYSIS PER SKU DRIVES ROOT CAUSE CORRECTION

With Elementum, McGee & Co. can capture which exact product SKU was impacted by each delivery issue and its associated root cause. They get trend analysis of impacted SKUs over time thanks to built-in Dashboards. Using the Dashboard, they noticed a pattern over two months with one particular high-end lamp where packaging was referenced as the root cause for damage across 30+ orders, causing a cost impact over \$12k. As a result of the data highlighted by Elementum, they worked with their drop-ship vendor to improve the packing material used and prevent damaged deliveries from continuing on undetected.

VALUE-AT-RISK VISIBILITY UNCOVERS COST SAVINGS

McGee & Co. originally deployed Elementum simply to get more efficiency in their delivery issue handling process versus what they were doing in emails and spreadsheets. One of the unexpected surprises for McGee & Co has been in leveraging the value-at-risk feature, which they update for every customer order at each step of the process as more information comes to light. Visibility into the value-at-risk across delivery issues has helped them generate cost savings of \$120k across shipping and damage costs in just one month.

“Visibility across processes at all levels is a key focus area for us as we continue to grow. Given the positive impact Elementum has had on our delivery issue management process, we plan to also leverage Elementum with our warehouse team to streamline outbound shipping for our decor item orders.”

-Teresa Keck, Director of Customer Experience, McGee & Co.