MANN LAKE

CUSTOMER SUCCESS STORY

Significant labor savings, efficiency gains and increased revenue driven by accurate dimensions, weights and images of all items.

OUTCOMES

- Captured dimensions and weights for 10,000+ items in 2 weeks
- Dramatically improved efficiency of their transfer order process
- Photos of all items captured decreasing mis-picks and mis-shipments
- Significant labor savings, efficiency gains and increased revenue
- More accurate shipping rates led to immediate lower shopping cart abandonment

OVERVIEW

Mann Lake is the world's largest manufacturer and distributor of beekeeping and related industry supplies serving commercial businesses and small-scale hobbyists with the goal of keeping bees flourishing. The company currently has six locations across the United States, a large network of distributors and a thriving eCommerce business.

CHALLENGE

Mann Lake struggled to quote eCommerce and distributors accurate shipping prices due to lack of item dimensions and weights leading to overpayment on shipping, abandoned shopping cart purchases, inefficient inter-company transfer order processes, and more. For years the project to capture dimensions and weights was never prioritized due to the perceived difficulty, timeline and cost of capturing their product catalog of over 10,000 products.

They expected the project to take 6+ months with a mix of warehouse workers and temporary labor manually capturing dimensions and weights. They knew the process to capture weight would be straightforward with scales, but the dimensions were the most difficult to capture accurately and quickly.

"We couldn't optimize our shipping rates because we didn't have weights and dimensions. We were able to capture them for 10,000+ products in under two weeks."

Shana Rowlette, CFO, Mann Lake

SOLUTION

Mann Lake found the QBOID solution and quickly bought two devices. They expected the project to still take a couple of months. However, within a week, "we had 90% of our items scanned with dimensions, weights and images," said Shana Rowlette, CFO, Mann Lake.

"This drove an immediate impact on our shipping rates being more accurate and our abandoned shopping carts decreased with accurate shipping costs at the time of checkout," per Rowlette.

In addition, the process of intercompany transfer orders between their locations has been dramatically improved by knowing the dimensions of items and what will fit on their trucks in advance of loading.

A Mann Lake employee quickly gathers dimensions of items

BENEFIT

Mann Lake estimates that gathering accurate dimensions, weights and images of all their items has driven Significant labor savings, efficiency gains and increased sales.

Now with accurate weights and dimensions Mann Lake can:

- Accurately quote shipping, which decreases shopping cart abandonments
- Pay appropriate shipping rates based on dimensional information
- Drive increased efficiency in planning and loading intercompany transfer orders
- Verify an item is correct during picking by comparing the image captured to the item in a bin

Now, Mann Lake uses the QBOID handheld dimensioners to continue gathering item dimensions during the receiving process with new products continually being added, during their quality assurance process and during the shipping process to accurately capture dimensions of shipments.