



Enterprise Shipping Solutions

Customer Case Study

Vermont Teddy Bear's flower delivery business, Calyx and Corolla had growing volumes (over 10,000 deliveries a day in peak season) and the company wanted to have the flexibility to use more than one parcel carrier while maintaining control of shipping options for distributed growers that drop-ship floral deliveries.

The company worked with Kewill to integrate the Flagship shipping solution with its order management system to provide 20 different nursery and floral importer locations one simple interface to access order information and process shipments efficiently. The result was improved control of shipping information ensuring superior customer service. The company plans to expand use of Kewill Flagship to its other businesses.



Company Profile

Founded in 1981 as a pushcart business on Church Street in Burlington Vermont, The Vermont Teddy Bear Company now operates as the largest hand-crafter of teddy bears in North America with \$66 million in revenue. During the 1980s, the company grew from a pushcart business to a wholesaler of teddy bears to specialty stores and retail outlets, creating revenue of \$420K. But when The Vermont Teddy Bear Company began its BearGram delivery service and advertised it on the radio, revenue jumped from \$420K in 1989 to nearly \$55 million in 2004. The company began taking orders for Bear Grams on the Internet in 1997, further fueling company growth. With the addition of sister organizations, PajamaGram, TastyGram, and Gift Bag Boutique as well as the acquisition of Calyx and Corolla, The Vermont Teddy Bear Company is well on its way to attaining its vision to become the premier gift delivery company.

Challenge

During peak holiday seasons, the Calyx and Corolla flower delivery business alone must be able to process and manage the shipment of over 10,000 deliveries per day. The company quickly learned that relying on one carrier to meet the demand was not realistic. They wanted to find a carrier-independent shipping automation solution with technology that could operate in "black box mode" -- existing behind the scenes for both their customers and the floral growers with whom they partner to operate their business.

Strategy

Vermont Teddy Bear's Calyx and Corolla business selected Kewill Solutions' Flagship - an enterprise class multi-carrier shipping management system designed to support high volume, multiple location shipping for both international and domestic locations. With

shipments originating from 20 different nursery and floral importer locations, Kewill's Flagship solution offered Calyx and Corolla the ideal technology that would enable their floral suppliers to access both the order management system and shipping management system remotely - through the same interface. Orders are received either via the web store-front or from the gift counselors at the Shelburne, Vermont site. And when growers receive and fulfill order requests, they simply print out a "pick ticket" from their order management system which includes the shipping label, the gift message for the recipient, a "how to care for flowers" message, along with the description of what has been shipped and the tracking number - requiring no training whatsoever on the shipping management system that is operating behind the scenes.

Results

Today Kewill provides the strategic foundation for Calyx and Corolla's delivery service.

Ultimately Calyx and Corolla may use Kewill to proactively track shipments for customers and provide notifications of delivery to customers. Long term goals include expanded use of Kewill Flagship for the BearGram, PajamaGram and Gift Bag Boutique businesses as well.

"We couldn't successfully ship all orders taken for our high volume delivery business without Kewill"

*Bonnie West,
IT Director
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