FGX
INTERNATIONAL®

About Foster Grant

- Fostergrant.com
- Established in 1929
- Manufacturer of sunglasses & non-prescription reading glasses and eyewear accessories
- Worldwide premier brand, #1 in Sunglasses

Challenges

- Improve accuracy and turnaround of weekly POP Distributions
- Distributions weeks behind
- Packages could not be tracked
- Revenue loss due to distribution delays
- Cost over-runs due to vendor lack of knowledge of fulfillment and direct mail

Goals

- Reduce turnaround time
- Reduce cost
- Increase package accuracy
- Provide package tracking
- Provide Reps with e-store

Foster Grant reduces time to market by 86% with a POP distribution solution from CFS, Inc

Foster Grant knew they had to make a change

The vendor responsible for Foster Grant's weekly print and distribution of POP materials was struggling – big time. According to their service level agreement, retail support materials were supposed to be turned around within 48 hours; their vendor was taking 3-4 weeks to get through one mailing. At that rate, distributions were backing up fast and furious. Reps were falling behind, POP displays were out of date and Foster Grant was losing revenue as a result.

In addition to being late, packages could not be tracked and the contents were not always accurate. Reps were missing or didn't have enough items they needed to fulfill their merchandising resets. District Managers were without a method to request additional product for reset changes, turnover, damages, etc.

By January of 2008, delays hit an all-time high. When pressed for an explanation, the vendor admitted that they had one person assigned to this mission critical program. This individual weeded through the weekly data, determined who was getting what, printed the appropriate collateral and address labels. They then assembled and labeled each Rep's packet.

Foster Grant's Vice President of Customer & Field Service happened to live down the road from CFS, Inc. He stopped in one day and asked if CFS might be able to help. After a brief meeting, it was determined that CFS would visit FGX to scope out the process.

CFS delivers a custom POP Distribution solution

After meeting with Foster Grant's Field Operations Team, CFS was given test data. The data process was complicated; at the time, there were over 2,000 Field Reps covering 55,000+ retail doors with multiple product lines. The number of memos included in each week's mailing would vary; one week there could be 1 memo, another week there could be 50 memos. The possible combinations of memos, enclosures, product lines, # of doors, and Reps involved in a given week were endless.

First, CFS created a CFSprocess+ document to map out the program requirements; by doing this, they were able to identify three main process areas: data processing, printing collateral, and package assembly / fulfillment.

CFS tackled data complexity first. Using proprietary software, they were able to load, combine, and de-duplicate all of the weekly data in one database. This was crucial to ensure that each Rep received one package. Data assurance steps were instituted to cross check the total number of stores and reps to ensure data integrity.

Approach Using CFS process+ methodology

- Analyze POP distribution data & provide roadmap for success

- Achieve immediate goal of moving the weekly POP distribution process as quickly as possible

- Provide online e-store and inventory reporting

- Implement a cycle of continuous improvement focused on increasing efficiency & reducing costs
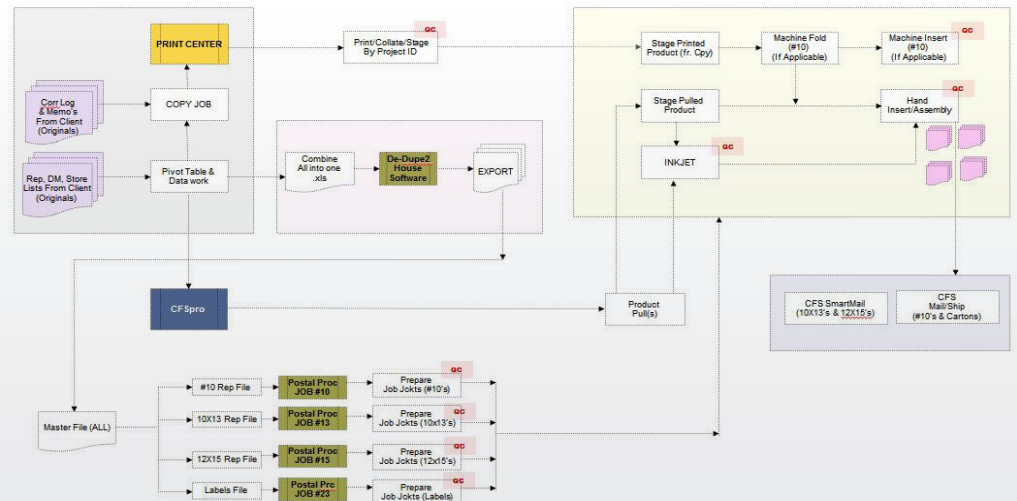
Result

- 86% reduction in time to market

- Shipping cost reduction through use of CFS Smartmail

- A branded e-store with on-line access to inventory balances, reporting and audit trails

A proprietary tool called CFSprocess+ provides both partners with a simple solution summary as well as a roadmap for process implementation and continuous improvement.

With data complexity addressed, CFS turned their attention to printing collateral; they quickly realized that the key was to start printing as early in the process as possible. This was addressed by ensuring the print job was triggered as soon as the data allowed it to be. By doing this, they were able to work on the balance of the data simultaneous to printing collateral.

Next, CFS analyzed assembly & fulfillment. Having all of the weekly data in one place allowed them to print package contents directly onto the Foster Grant envelope, thereby eliminating the need to hand label each package. Foster Grant loved this as it gave Reps insight into what was contained within each package, making their weekly trips to retail locations more efficient. CFS's size enabled them to obtain postage savings that they were able to pass on to Foster Grant. Using CFS Smartmail enabled tracking of each package, something Foster Grant did not have access to in the past.

Finally, CFS created a custom on-line Foster Grant branded e-store for their field service team. This provided real time access to hundreds of items utilized on a consistent basis. It also provided insight into on-hand balances of all of their inventory as well as inventory turns.

As a result of this partnership, Foster Grant was able to reduce their time to market for POP materials by 86% - from 3-4 weeks to 24-72 hours! In addition, they reduced the cost of shipping dramatically and could monitor postage savings on every invoice. Foster Grant was able to provide their team with the on-line tools they needed to compete in the retail marketplace.

Foster Grant's business has continued to grow since 2008; today they have over 3,000 reps and 60,000+ doors. CFS continues to evaluate their program to ensure they are as efficient and cost effective as possible. Imagine one person handling over 250,000 picks? Now, an entire team of people are able to process Foster Grant's distributions in record speed.

For more information on how we can help solve your POP distribution challenges call 508.285.2800 or visit cfsinc.com

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