

# THE ROCKPORT GROUP®

ROCKPORT ARAVON DUNHAM

## About The Rockport Group

- Rockport.com
- Produces high quality comfort footwear
- Established in 1971
- 2014 Plus Award for Men's Comfort shoes from Footwear Plus Magazine
- New Global Headquarters in West Newton, MA as of January 2017

## Challenges

- Deadlines for promotions often rushed
- Sales reps live across the country – shipping costs vary greatly
- Avoid rush shipping costs
- Reduce procurement cost

## Goals

- Streamline procurement of promotional items
- Reduce rush shipping
- Reduce costs of promotional procurement
- Reduce steps in promotional process

## Approach

- Work with Rockport to determine exact wants and needs
- Create improved process flow
- Implement new process
- Achieve a successful and streamlined promotional program

- Consolidation of all promotional products
- Reduction in rush shipments
- Effective timelines implemented by CFS
- Promotional kits and items ready for shipping prior to distribution lists



client focused solutions

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## The Rockport Group revamps in-store promotional program with CFS

### Rockport US Trade Marketing needed to streamline its promotional program

Rockport had run several promotional programs in store and with sales representatives in the past. While Rockport utilized CFS' fulfillment and shipping knowledge, they had other vendor partners procuring prizes, gift cards and other items for various promotional programs.

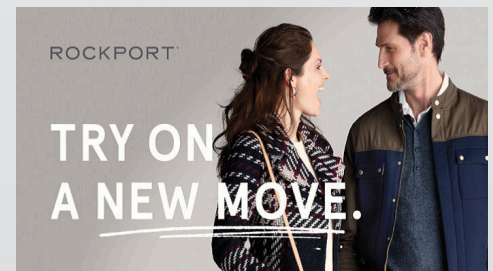
Rockport had success with the programs, but saw a need to streamline the process of obtaining the promotional items and getting them to the stores and sales reps. Rockport recognized CFS as a potential resource and reached out for help.

### CFS offered a one-stop solution, streamlining the process and reducing costs

Rockport reached out to CFS for assistance with its promotional program in March of 2015. The Rockport team expressed a desire to reduce costs, and described frustration with the need to deal with multiple vendors. CFS quickly produced an efficient plan to manage all vendors on behalf of Rockport.

Promotional projects include ordering various gift cards and tracking their expiration dates, as well as assembling and shipping kits to Rockport sales reps for Try-On Events.

CFS was able to manage and maintain all promotional projects as dictated by Rockport. Rockport no longer needed to source products or vendors and was able to simply make requests of CFS that would be quickly fulfilled.



As the go-to vendor for Rockport, CFS was able to better assess shipping timelines and advise Rockport on deadlines to avoid expedited shipping. By managing the promotional products in house, CFS was able to produce kits more quickly and effectively for the sales reps, and to coordinate incoming product as needed.

As a result of the partnership between Rockport US Trade Marketing and CFS, the Rockport team has been able to consolidate promotional products in one place and reduce rush shipments over all. Timelines and deadlines greatly improved and CFS was able to pre-kit items to avoid tight deadlines.

*"We are really happy with the services CFS provides Rockport and look forward to growing our partnership!"*  
– Angela, Marketing Manager

For more information on how we can help manage your in-store promotional programs call 508.285.2800 or visit [cfsinc.com](http://cfsinc.com)