



# SWITCHING 3PL'S THE SMART WAY

## YOUR GUIDE TO A SEAMLESS 3PL TRANSITION

Transitioning to a new 3PL can be an overwhelming and intimidating process surrounded by so many unknowns. Fortunately, Smart Warehousing is here to make the move easy. With over 20 years of industry experience, nationwide warehouse coverage and dedicated sales, account management, and integration teams, we ensure your transition and future business is seamless and successful. This guide will help you determine when you should switch 3PLs and how Smart Warehousing can make the transition a smooth, stress-free process!

# HOW TO KNOW WHEN TO SWITCH

There are several signs you should look out for that tell you when it's time to start your search for a new warehousing and fulfillment partner. Here are a few of those signs:

## 1 Incorrect Orders and Late Shipments

You should be able to trust your 3PL partner to provide consistency, accuracy, and efficiency functioning as a true extension of your brand. Data shows that 29% of consumers will abandon shopping with a retailer altogether if they receive an incorrect delivery just once. At the same time, 62% of consumers are much less likely to shop with a retailer if an item they purchase is not delivered within two days of the date promised. A poor customer experience caused by incorrect orders or late shipments are sure signs that you should consider transitioning to a 3PL you can rely on to positively represent your brand.

## 2 Unable to Keep Up with Order Volume

If you are experiencing a significant rise in online order volume, it's possible that you could be outgrowing the capabilities of your current supply chain partner. Considerable changes in sales volume caused by promotions or seasonality may pose similar challenges. In order to be successful, your 3PL will need to be flexible and scale with your business any time of the year.

## 3 Inadequate Support

Do you worry that if an issue arises you will have no one to talk to at your current 3PL? When you need to confirm a customer order, have questions about inventory levels, or need to quickly make any changes, can you get a prompt response from your current partner? You are busy managing the front end of your business, you shouldn't have to worry that the backend fulfillment can't keep up. Your 3PL partner should always be able to provide you with a straightforward and transparent response in a timely manner.

## 4 Outdated Technology

In 2021, ecommerce sales are expected to account for 18.1% of retail sales worldwide, substantiating the need for cutting-edge, reliable supply chain technology. If you don't have immediate access to the status of your inventory or orders, it could be difficult to provide the level of customer service today's consumers are expecting. Your 3PL should have innovative and user-friendly technology to facilitate the proper integrations your company needs to be successful, all while putting control and visibility in your hands.





## YOUR TRANSITION TIMELINE

So now that you know what to expect, let us show you how easy it is to transition to Smart Warehousing:

- 1.) Kickoff call with your dedicated onboarding team, which includes your:
  - a. Account Executive
  - b. Commercial Owner
  - c. Onboarding Project Manager
  - d. Operations Coordinator
  - e. On-Site Field Technician
- 2.) Implement integrations with dedicated Integrations Project Manager and team of in-house developers (if required).
- 3.) Review and approve account configuration.
- 4.) Complete onboarding and training of our proprietary information management software, [SWIMS](#) and [Bubbles](#).
- 5.) Introduction to your dedicated Account Manager and Warehouse Manager(s).
- 6.) Send new inventory, or inventory from your previous provider, to any of our 34 Smart Warehousing fulfillment centers based on your lowest landed cost (we will help you coordinate this cost-effectively).
- 7.) Sync orders and go live!



## HOW TO TRANSFER PRODUCT FROM YOUR CURRENT 3PL

Shipping new inventory from your facilities to Smart Warehousing is easy, but what do you do with the remaining inventory at your previous 3PL? You can move forward in one of two ways:

The first scenario looks like this: your current 3PL is almost out of your inventory. In this scenario, you have the option to send Smart Warehousing new inventory and allow the previous 3PL to fulfill orders until it's gone. When you are officially out of inventory at your previous 3PL, Smart Warehousing will begin fulfilling your orders.

In the second scenario, you can leave inventory with your previous 3PL and send new inventory to Smart Warehousing so we can go live immediately, and then continue to send new inventory to Smart moving forward.

To be successful with this option, we recommend that you keep 15-20 days of inventory with your previous 3PL and send what's left to Smart Warehousing. Doing so allows your previous 3PL to continue fulfilling orders while Smart Warehousing gets ready to receive and set up your inventory.

After Smart Warehousing is ready to go live, turn off the store sync with your previous 3PL so that the same order is not shipped from both 3PLs. After you go live with Smart Warehousing, you can submit a freight order with your previous 3PL to ship the rest of your inventory to Smart Warehousing!

## NOW WHAT?

Your previous 3PL may reach out to you at this point with a counteroffer including discounts and promises of improved service if you decide to continue utilizing them. Most customers have found that this typically only delays the inevitable. Make sure to communicate your goals to your current provider, and Smart Warehousing's success team will ensure we receive your inventory accurately and can begin shipping immediately.





## TAKE IT FROM SMART WAREHOUSING CUSTOMERS

With over 20 years of industry experience and 600 clients and counting, Smart Warehousing has had the opportunity to onboard customers in every vertical; from fast-moving ecommerce companies to complex omnichannel retailers, nothing is out of our capabilities. See how the switch to Smart Warehousing has helped our clients grow and improve their business.



“We operated our own warehouse for 15 years, but we were never a warehousing company. We just didn’t realize that we had an alternative. I just wish we had switched to Smart sooner. They flex into our seasonal demand flawlessly, even though our volume spikes dramatically. We do 25% of our packages for the year in a 12-day window, and Smart handles that spike in volume effortlessly. Our systems are easy to integrate, and we get real-time updates on the status of our packages.”

**- President of Fiorella’s Jack Stack Barbecue**

“SWIMS is really easy to navigate. I check inventory reports and setting up deliveries is super easy. It’s kind of a no-brainer platform. It’s not rocket science to figure it out - it’s developed and set up very well. We saw a 20% increase in volume in the 2020 holiday season versus the 2019 holiday season. It was crucial to have that fulfillment taken care of because I would not have been able to keep up with that increase.”

**- Brandon Moehn, Owner of OpenAir Outfitters LLC**



“Joe’s Kansas City Barbecue moved into Smart Warehousing in October of 2017, just before the holiday push. With such a short time from when we moved into the holidays, we knew there was lots of work to do. However, after our first holiday season there, we knew we had made the right choice to have them as our fulfillment company. We experienced less than 1% reship and miss pick that holiday season and we were incredibly pleased with that given the thousands of orders that were shipped in 5 weeks. As a business, we have been up in sales on average 8-15% year over year since we have come to Smart.”

**- David Schnarr, General Manager of Joe’s Kansas City Bar-B-Que**