

ODW Flexes to Meet Spike in Customer Demand

ODW Ramps up for Fourth quarter Holiday demand

December 2008 presented a unique challenge when ODW's online urban apparel customer's order volume jumped 57% above projections two weeks before Christmas. ODW proved their ability to meet increased demand by expanding the business cycle and drawing on a pool of trained associates.

The Challenge

The client had grown consistently with 150% increase since 2005. December 2008 would see even more sales from their customers. Previous order volumes were not known for large peaks and valley. Order volumes ranged consistently between 1,000 and 1,500 per day with fourth quarter volumes typically no more than 15% over the average daily. Weekly customer behavior was typical of many internet sites with greater sales early in the week. The challenge, meet the customers desire to drive up revenue, while reducing inventory, during holiday promotions.

SKU and Space growth

ODW managed the customer's demand by providing additional warehouse space to expand their ever growing SKU base. This SKU base grew from 17,000 to 27,000 in 4 short weeks. On hand units grew from 177,000 to 277,000 in the same period. Additional storage equipment was purchased and installed ahead of schedule to accommodate this rapid growth.

Maximum Labor Flexibility

Facing the challenge head on, ODW scaled from a single shift of 25 associates to a team of 125 pickers in just one week. ODW also created a temporary second and third shift, as well as, a weekend crew. Preparation done in advance of the challenge was the key to success. Barcoded pick sheets and efficient product layout were already established. Location accuracy allowed the pickers to move through the aisles with high productivity. Daily through put was paramount as ODW associates processed over 100,000 orders for this customer in the month of December.



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