



## ABOUT THE COMPANY

From a small vintage gear refurbishing business in 1993, Vintage King has become a leading company in the music retail industry.

Besides offering high-quality gear and expert-level services, they have always prioritized customer satisfaction through exceptional deliveries & proactive notifications.

**INDUSTRY** : Music Retail

## TECHNOLOGY

- Magento
- Netsuite
- Celigo
- Shiphawk

## WESUPPLY PRODUCTS USED

- Fully Branded Tracking Experience
- Split Shipment View
- Proactive Notifications via Email & SMS
- Backorder customer notifications

# Vintage King Combats Supply Chain Issues with Proactive Communication

## CHALLENGE

For Vintage King, handling split shipments and customer service queries manually took countless hours. B2B customer orders get shipped out in multiple boxes going at the exact same time to the same destination, resulting in too many shipment notifications.

Global supply chain disruptions have caused a large percentage of backorders, Vintage King desperately needed a solution to manage customer communications for delays and updates on expected delivery dates.

For Vintage King, not having a centralized system to look up, track, organize orders, and communicate with customers led to:

- Split shipments led to an increase of “Where Is My Order?” (aka WISMO) inquiries.
- Multiple shipments reaching a customer at the exact same time to the same destination, resulting in too many shipment notifications.
- Order tracking, visibility and supply chain issues created major inventory management and backorder issues.

## SOLUTION

The solutions WeSupply brings to the table are real-time order tracking and proactive delivery notifications that update the customer about the latest status of their order as well as clearly communicate backorder estimated shipping dates and updates.

WeSupply integrates with Magento and Netsuite via Celigo and ShipHawk to update order statuses on the frontend and notify the customers proactively.

## THE BOTTOM LINE

A little goes a long way and, with order tracking, split shipments and delivery notifications, WeSupply addresses Vintage King’s pain points and needs by turning any post-purchase contact into an opportunity to increase both brand loyalty and customer retention.