

Beauty Works Quadruple Daily Order Throughput With Dexterity WMS

After building their brand steadily over the last decade, supplying quality products into professional hair care establishments, Beauty Works' business began to grow rapidly through customer recommendations and increased exposure via social media. To help manage their growing business, Beauty Works implemented Dexterity WMS for Sage 200, which has allowed them to almost quadruple the daily order throughput of their warehouse, expand their product range, eliminate shipping errors and streamline their returns procedure.

The Motivation

For Beauty Works, one of the driving factors for looking into a Warehouse Management Solution was frustration encountered when trying to use Sage to manage warehouse processes within their business, which they found complicated and began hindering business growth. Stock accuracy was a constant issue and meant that website orders could often not be fulfilled, leaving customers disappointed. To ensure customer satisfaction could be maintained when increasing order processing speed, Beauty Works needed to implement a warehouse management solution that could cope with their growing business demands.

Warehouse Manager, Andrew Walker, searched for WMS solutions that would work with their existing Sage 200 ERP, but could provide additional processes that better fit their business requirements. They chose Dexterity WMS over competitor offerings, as it integrates seamlessly with Sage, yet is a standalone solution, so Beauty Works could benefit from all the functionality required to increase productivity and traceability, combined with real time data being passed to Sage.

The Dexterity Solution

Dexterity WMS automates



"The benefits we've seen from putting in Dexterity WMS have really exceeded our expectations! Now we can get out 1300 orders a day, and to be honest I think the system could easily cope with more, supporting us as we continue to grow."

- Andrew Walker, Warehouse Manager at Beauty Works.

many of the logistics processes at Beauty Works, including putaway, picking, packing, customer returns and batch control, updating Sage in real time to ensure that stock levels are accurate for their website sales. As Beauty Works run a high stock volume of around 90%, it's imperative that stock levels are always up to date and accurate to fulfil web orders and keep levels of customer satisfaction high. Beauty Works have taken on additional staff to assist with the increasing number of orders to pick and pack as their business has grown, with each operator using their own

data capture device to perform picking and packing of products, so that they can update the system in real time and get orders out on time, every time.

Beauty Works use multiple carriers, like DHL, Royal Mail and Interlink, to fulfil the various different shipping requirements of their customers and provide the most cost effective solution possible. Carrier integration within Dexterity has been a feature that has afforded Beauty Works huge labour savings, through eliminating error checking on labels, by automating label information

population and therefore any time spent having to track down incorrectly despatched parcels has been almost eradicated.

"It was batch control that was a huge draw for us with the Dexterity system. We needed to be able to use a FIFO (first in first out) for our perishable beauty products to sell through some of the large online retailers. Dexterity provides us with full traceability and allows us to pick the oldest stock first without us having to think about it, which really is invaluable." continues Andrew Walker.

Products returns have been streamlined through using Dexterity WMS, particularly the batch control facility, as it is now much easier for staff to identify when products were shipped out and whether the correct products have been returned within the 30 days returns period offered to customers. Faulty product lines can be swiftly identified and full information given to suppliers, to speed up any recall or refunds for products, which don't meet the Beauty Works standard.

For more details on Dexterity WMS, contact us on **01200 441977**.