

Enhanced Visibility & Employee Productivity

Kalalou

K A L A L O U

Overview

Kalalou is a leading designer and supplier of home accents, garden decor, and gifts. For more than 30 years, the company has brought international products to the U.S. market. It is committed to working with recycled/sustainable materials and dedicated to improving the lives of those with whom it works through its Doug and Susan's Kid Foundation.

Kalalou delivers its products via three channels:

- Wholesale to big home décor companies and brick-and-mortar boutiques and gift shops
- Direct-to-consumers via its eCommerce store, At West End
- Drop-shipping for D2C customers

The ShipHawk WMS Solution

In addition to providing visibility into auto-replenishment, ShipHawk WMS's real-time dashboards are a huge asset in providing visibility into the warehouse team's productivity. Management is able to see each operator's performance and their contribution to the day's work. With that information, Kalalou can determine which employees need more training as well as where to improve the overall workflow.

During the peak months of January and September through November, Kalalou brings on temporary workers to ensure they keep up with order demands. By using ShipHawk WMS to automate processes, Kalalou can ramp up and onboard the numbers of employees required to respond to its peak season requirements. "We've drastically reduced the learning curve because we have automated so many processes," said Joey Busby, Kalalou Warehouse Manager. "We're able to bring in temps and move them around to positions in our shipping process because the system is so easy to use."

"We've gained visibility and increased productivity, ease of use, standardization across many different areas of shipping - from small pack to the less than truckload (LTL) side of shipping – and we can move workers back and forth across positions without them having to learn a new system," said Busby.

Kalalou uses the operator performance dashboard every day, to identify any choke points in processes and to address them quickly. It gives management the ability to make labor movement decisions in real-time. The company also uses it to mentor operators so they can advance their skills and ultimately, advance their careers.

Industry:
Home & Garden Decor

ERP:
NetSuite

Website:
www.kalalou.com

Benefits & Key Outcomes



Real-time dashboards



Reduced learning curve to support full time and temporary workers per day



Doubled employee productivity - the team increased productivity from 11 boxes per hour per packer to 22 boxes