



## Integrated Call Center, Fulfillment Solution Keeps Pace with Services Company Growth

***Kuehne + Nagel leverages unique ability to handle order cycle from inbound customer service to warehousing and delivery***

### SITUATION

A leading provider of supplemental educational services supports customers worldwide through approximately 3,000 locations. The company provides its franchises and company-owned centers with the training and educational materials needed to offer a wide array of instructional courses to families, schools and industries.

Fulfilling orders for a growing center base was becoming a cumbersome task for the company's small staff. Working with a leased, 13,000 square-foot warehouse and outdated information systems technology, The company had two choices: Invest in new resources or hire an outside logistics expert to support the company's long-term growth. It chose to partner with Kuehne + Nagel subsidiary USCO Logistics, which provides a total customer service solution that integrates both call center and warehousing services.

### SOLUTION

Kuehne + Nagel leverages its unique ability to handle the entire order cycle – from inbound customer service calls through warehousing and delivery. Orders are faxed or called into Kuehne + Nagel's call center. The center's skilled staff and sophisticated technology allow Kuehne + Nagel to efficiently respond to requests for the company's complex line of products, six days per week. Kuehne + Nagel call center representatives often serve as a customer's first interaction with the company.

These materials, which make up 4,000 SKUs of textbooks, software, training kits, marketing materials and forms, are stored in a 15,000 square-foot space within Kuehne + Nagel's Baltimore multi-client warehouse. It's a full pick-and-pack operation. Kuehne + Nagel collates and assembles program materials sold as a single unit, which facilitates order fulfillment. Kuehne + Nagel also offers the company a variable-cost solution for both the call center and warehouse environments. Labor and space expand and contract to meet the company's order cycles.

### RESULTS

In its first year with Kuehne + Nagel, the company expanded its warehouse space by 4,000 square feet, and doubled the SKUs stored in the facility. Yet this rapid growth is not slowing product fulfillment. Kuehne + Nagel's flexible solution enables the company to easily increase manpower and space when needed. As a result, customers who once had to wait up to five days during peak periods now have orders shipped in 24 to 48 hours.

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