



How AS Beauty Achieved 150% Order Growth with QuickBox

A 3PL Success Story



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New York-based **AS Beauty** is a beauty brand focused on promoting and nurturing female-founded cosmetic companies to help them succeed in a tough industry.

AS Beauty is home to these five highly acclaimed beauty brands:

LAURA
GELLER

Mally
xO

Julep
BEAUTY

COVER | FX bliss®



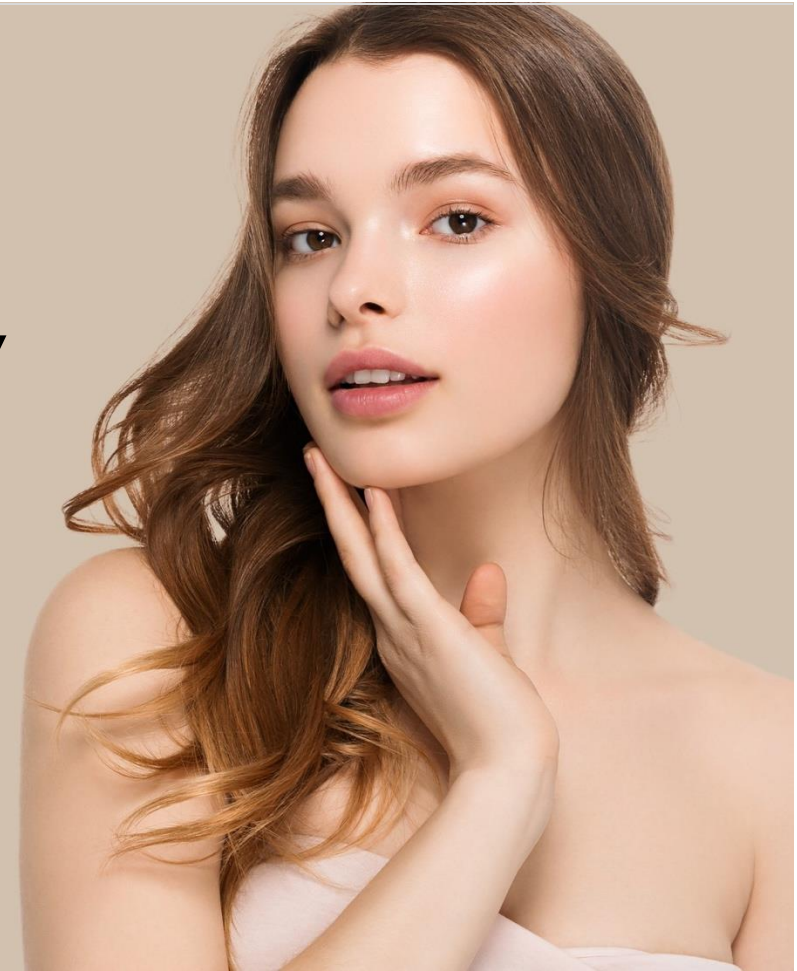
As the parent company of these illustrious and fast-growing brands, AS Beauty is responsible for order fulfillment operations. It is an enormous responsibility to execute successfully, given the diverse product lines and the vast customer base that these brands boast.



We needed more than a 3PL; we needed a partner who could handle complex logistics with agility and align with our goals to grow," Joe Zorovich, Vice President of Operations at AS Beauty Group, shared.

Fortunately

AS beauty brought Quickbox on board to help them ace retail fulfillment. What followed is a jewel of a success story, as this case study details.



AS Beauty's Three Problem Areas That Led Them To QuickBox

AS Beauty needed a third-party logistics (3PL) partner with three core qualities:

- Financial alignment,
- Ability to perform and scale,
- A Team they could trust.

ACCORDING TO ZOROVICH,

We wanted a partner who was a financial fit and who could perform at the highest level without excuses.



Fortunately, QuickBox embodied these three qualities in practice, and **AS Beauty** chose them to help optimize and transform their order fulfillment processes. QuickBox's proven history of delivering operational excellence deemed them as the best partner to drive **AS Beauty** toward their ambitions.

Zorovich highlighted their brand's top three priorities in a 3PL partner were:



Financial alignment:

AS Beauty required a 3PL with transparent and fair pricing, avoiding hidden costs. They needed a partner who prioritized mutual growth over short-term gains.



High-performance standards:

It was crucial that the 3PL consistently met its ambitious performance goals. AS Beauty sought a partner who would deliver on its promises without compromising on service quality and solve its long-standing challenge of aged DTC orders at past fulfillment warehouses.



Trust and reliability:

With a diverse portfolio of brands, AS Beauty wanted a 3PL with a trustworthy team that could handle their unique logistical needs with dedication and expertise.

A Smooth Transition That Speaks Efficiency:

How QuickBox Bridged AS Beauty



Switching a fulfillment logistics company leaves many processes in a precarious state. The new fulfillment company must move quickly and take charge of all fulfillment activities so that nothing falls through the cracks during the transition.



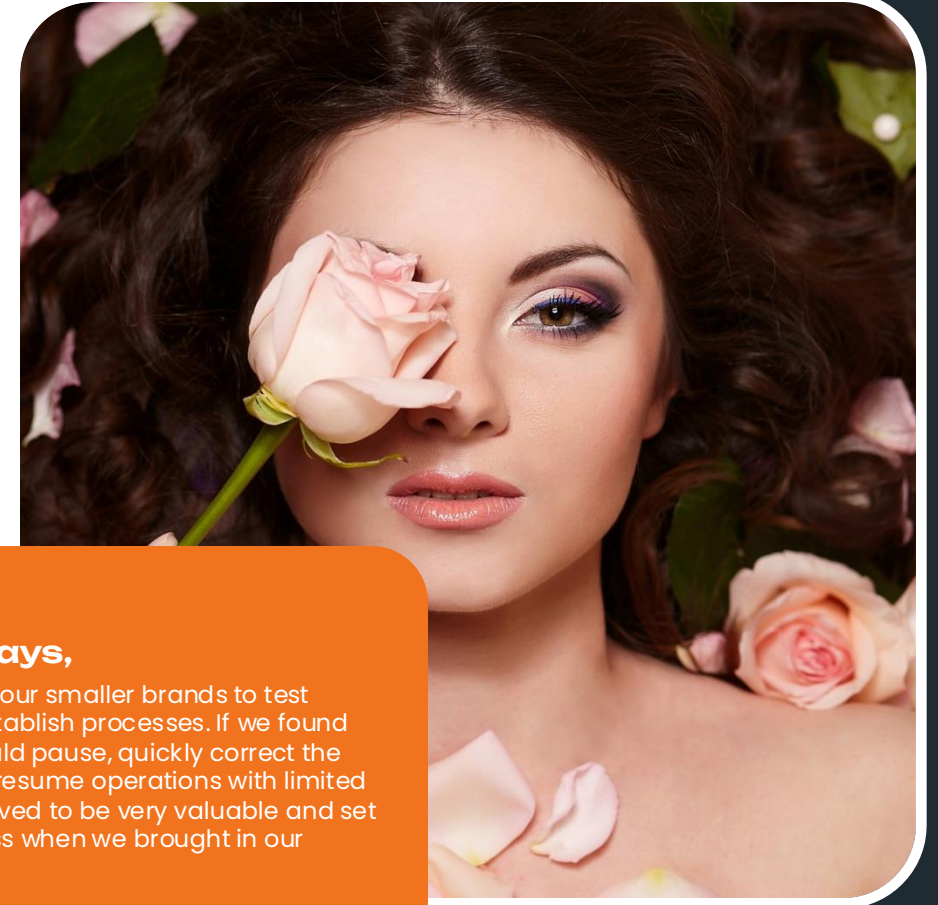
To effectively transfer AS Beauty, QuickBox assigned a dedicated project manager and onboarding team who coordinated a sleek transformation process. Zorovich praised QuickBox's dedicated project manager, who streamlined the onboarding and transitional phases.



"The onboarding team was there every step of the way, ensuring all our brands experienced a seamless handover without operational disruption," he noted. They worked hard to ensure all moving parts in AS Beauty's eCommerce fulfillment migrated accurately.



QuickBox's onboarding teams started by transitioning the smaller brands with fewer product lines and data points to capture. This well-thought-out move helped QuickBox test system capacity and create novel processes for encountering underlying issues. It also created an error-free and quality-assured pathway for transitioning AS Beauty's larger brands more efficiently.



Zorovich says,

We started with our smaller brands to test systems and establish processes. If we found an issue, we could pause, quickly correct the issue, and then resume operations with limited impact. This proved to be very valuable and set us up for success when we brought in our larger brands.

No brand transition hindered the daily operations of the other. This way, AS Beauty kept operations as usual without shifting attention or resources to the transition process.

How QuickBox's Dynamic Order Fulfillment Solutions Solved AS Beauty's Unique Multi-Brand Challenge



Unlike other beauty eCommerce brands that operate solo, AS Beauty is a parent company to other beauty brands. That means its order fulfillment needs are amplified and multifaceted due to the rich product portfolio with diverse shapes and sizes.

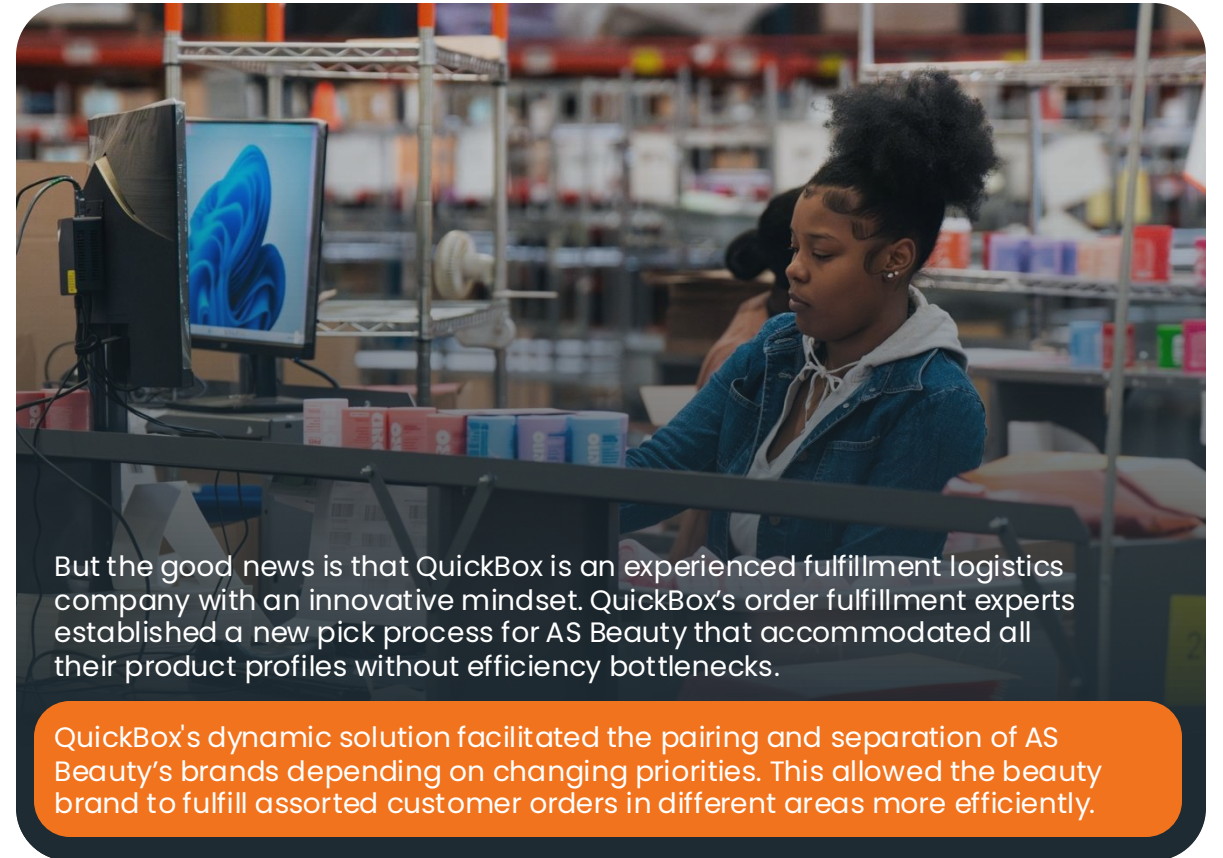


Managing multiple brands with different needs was a logistical puzzle, but QuickBox quickly adapted by creating customized solutions for each brand

Zorovich



QuickBox's fulfillment experts optimized pick processes to accommodate AS Beauty's diverse product lines, enabling simultaneous multi-brand shipments without escalating costs.



But the good news is that QuickBox is an experienced fulfillment logistics company with an innovative mindset. QuickBox's order fulfillment experts established a new pick process for AS Beauty that accommodated all their product profiles without efficiency bottlenecks.

QuickBox's dynamic solution facilitated the pairing and separation of AS Beauty's brands depending on changing priorities. This allowed the beauty brand to fulfill assorted customer orders in different areas more efficiently.

PEAK SEASON SALES UPTICK:

New Levels for AS Beauty

Through the close collaboration of both teams, QuickBox was able to support ASB's busiest and high-volume peak yet. QuickBox achieved this by:

- Optimally slotting fulfillment warehouse space to match order profile.
- Implementing an auto-batching tool that enabled AS Beauty to bulk pick and pack large-quantity DTC orders to meet and exceed their KPIs.

Additionally, **QuickBox saved AS Beauty approximately \$500k during peak season** by avoiding peak season surcharges and routing parcels to carriers with whom they had negotiated off these surcharges. This proactive cost-saving measure played a significant role in maintaining profitability during a period of high demand.



All these fulfillment milestones grew AS Beauty's order volume by **150%** post-partnership.

QuickBox's quick response and auto-batching tool were game-changers during our busiest season, Zorovich shared Their approach encouraged repeat orders, something we hadn't achieved at this scale before.

Results Speak Volumes:

From Increased Order Volume To Peak Season Success

The post-transition results and experience of AS Beauty underscore QuickBox's eCommerce fulfillment and supply chain management prowess. "QuickBox didn't just meet our goals—they raised the bar with every quarter," he said, appreciating the provider's focus on continuous improvement.

By leveraging its top-notch eCommerce integration technology, QuickBox promptly reconciled and updated DTC orders and eliminated redundant ones. This allowed AS Beauty to focus on revenue-generating and cost-saving initiatives, such as turning first-time customers into repeat customers.

AS Beauty Says:

QuickBox Is the 3PL Partner You're Looking for To Grow Your Business

It's hard to argue when a celebrated eCommerce brand like AS Beauty says QuickBox is their go-to fulfillment partner for all the challenges they face. Optimizing a brand's order fulfillment operations and enhancing their order volume by more than 100% is a feat that only legends like QuickBox can pull off.

Even better, QuickBox's continuous improvement culture, which embodies the Kaizen culture, means it'll only get better with time. In fact, there are already a few improvement projects in the pipeline, including:

- Implementing a bundling rule to reduce AS Beauty's monthly shipping charges by about \$8,000.
- Designing a rate-shipping program that assigns shipping consignments based on transit time and cost.



If you're looking for a 3PL to partner with you to grow your business and not try to overcharge you, then QuickBox is who you're looking for.





Thank You