

# How this Apparel-Focused Malaysian Ecommerce Fulfillment Provider Transformed its End-to-End Process using Hopstack



## Client Profile

The aforementioned client is one of the fastest-growing e-commerce fulfillment providers in Malaysia. Its 3PL model mainly caters to the country's D2C and e-commerce players with a strong focus on apparel and fashion. The 3PL provider's customers typically sell on multiple platforms and marketplaces, both offline and online, and being in the fast-fashion space, inventory cycle which required each inbound and outbound process to be timely and cost efficient.

## Client Pain Points

The client's previously used methods didn't hold up anymore given the explosive growth in its warehouse activity. Their earlier adopted order and inventory management processes had a high involvement of spreadsheets and manual activities. This proved to be a bane when the 3PL started to scale up its activity. For example, was a major challenge for the client that involved coordination between many systems and was mostly spreadsheet-based.

The client needed a 360-degree revamp of its processes. For instance, its sluggish manual inbound process made its dock-to-stock for sale lead time stretch to seven days which is suicidal in the highly competitive fast fashion business. Manual allotment of bins too caused inefficiencies. Whereas its outbound processes did no better, with a low and error-prone pick rate upsetting the entire fulfillment lifecycle.

On the other hand, its inventory faced mismanagement issues as the lack of real-time inventory reconciliation resulted in poor inventory synchronization with 3PL customers' sales channels. This often led to 'stock-outs' and 'inventory decay'. Additionally, the 3PL client was grappling with the burden of manually printing shipping labels for multiple shipping carriers causing shipment delays. Almost 10% of all orders it shipped were returned to its warehouses due to improper labeling which didn't comply with guidelines from the shipping providers.

## **Hopstack's Solution and Impact**

After integrating the Hopstack Digital Warehouse Platform into its operations, the client achieved a massive turnaround in its end-to-end warehousing and fulfillment processes. Firstly, with regard to its

inbound operations, its dock-to-stock time was slashed by 71%, with inventory being made available for sale in less than two days, down from the earlier seven-day period. Hopstack's intelligent SKU-bin mapping gave way to bins being automatically assigned sans errors. The 3PL had also adopted Zebra PDA Scanners that integrate directly with the platform optimizing inbound activity. Hopstack also transformed the client's outbound process were marked by better picking strategies that can be switched with a single click, enabling automated printing of shipping labels and visual verification

### **What Hopstack Solved for the 3PL**

- ✓ Automated omnichannel order synchronization
- ✓ Scanner integration for faster inbound process
- ✓ Inventory reconciliation and synchronization between sales channels
- ✓ Error free and efficient outbound fulfillment process

## Hopstack's Impact

**71%**

Reduction in dock-to-stock time

**20**

Line items fulfilled per minute

**99%**

Order accuracy attained by the 3PL

of items at the packing station, and generating shipping quotes instantly.

Since adopting Hopstack's powerful omnichannel capabilities, the 3PL client consolidated orders seamlessly, and intelligently allocated and reconciled inventory across various channels.

### Results that Matter

Hopstack's Warehouse Operating System truly transformed the client's warehousing and fulfillment processes with enhanced visibility into every aspect of its operations. Performance analysis was greatly facilitated by Hopstack's Comprehensive Analytics and Reporting module. Provision of control tower capabilities helped track and improve metrics like pick and pack rates, order cycle time, orders fulfilled per hour, and dock-to-stock amongst others. Most importantly, the client was now able to fulfill orders containing a total of over 9000-10,000

order line items on any given day without scaling labor. It also attained an order accuracy of 99%+ and an order fill rate of 96%.

This end-to-end process transformation helped the 3PL to significantly improve its inbound and outbound processes, and make room to service a much better customer experience to the apparel brands.

**Supercharge your  
warehousing and  
fulfillment operations  
with Hopstack.**

**Schedule a Demo**