

OzLINK Customer Success Story

John & Kira's

Naturally Sweetening Their Production With OzLINK



At a Glance:

John & Kira's is a Philadelphia gourmet chocolate company determined to solve people's gift giving needs. Eighty percent of their business is driven by internet sales. All of their ingredients come from small family farms and urban gardens that they know and trust. Supporting the community has been the foundation of John & Kira's since they started their gift-giving business ten years ago. The small business really got a lift when they attended a tradeshow in Manhattan and their chocolate delights were scooped by the editor of *Gourmet Magazine*. The editor was so impressed with the product, she featured John & Kira on the February cover. This sparked thousands of Valentine's Day and wholesale orders, helping to kick start the growth of the company.

Industry: Retail food/eCommerce

Oz Solutions: OzLINK Pro

Applications: UPS WorldShip®

Key Benefits:

- Cut production time in half with less staff
- Increased estimated yearly revenue \$50K
- Decreased shipping errors saving an average of \$36 per error

The Challenge:

Half of John & Kira's business transactions take place in November and December during prime gift-giving season. In December, there are hundreds of orders coming in daily and thousands of orders which need to be shipped that same day. With a limited staff, they needed to be able to fulfill, process, and ship those orders quickly. The challenge they were experiencing was the slowness in which their ERP worked with the UPS API. They were forced to print out a fulfillment slip, print out a UPS label, and then marry the two together. The rate in which the packing slips were coming out was extremely slow. They also had to make sure that both the fulfillment slip and label were printed in the same order. If one was printed by order number and the other alphabetically, they would not easily be able to match them up. If mistakes were made it would be a disaster costing the company anywhere from \$22 to \$50 per error.

The Solution:

John & Kira's needed to implement a robust system capable of handling an intense incoming order overflow in a very short period of time with limited staff. OzLINK Shipping offered them the opportunity to work with UPS WorldShip. A custom package slip was created that included a card with personal message, shipping information, order information, as well as the UPS label all merged together on one customer form. This allowed productivity to move twice as fast and have all the information they needed on one sheet. They are now able to keep a modest size staff, that can process a larger number of orders, in a shorter period of time. John Doyle, owner of John & Kira's, said "OzLINK has given us the ability to spend more time taking phone orders and less time fooling with packing slips. We estimate that the additional revenue to our business is about \$50K."

"Introducing OzLINK Shipping to our business has saved us time and additional expenses. We are able to process a larger number of orders in a short period of time with fewer people. This was a fantastic investment."

*- John Doyle, Owner
John & Kira's*



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