

OzLINK Customer Success Story

Malibu Boats

Creating Waves with Outstanding Customer Service and OzLINK



At a Glance:

Malibu Boats is all about providing their customers the best on-the-water experience. They build and sell high-end recreational boats, serving customers throughout the US and Canada. Their US manufactured boats have won industry accolades and awards. However, their team is strictly focused on ensuring that they “do the right thing” for their customers. It is this customer focus that led them to OzLINK.

Industry: Manufacturing

Oz Solutions: OzLINK Shipping

Applications: Microsoft Dynamics GP, UPS WorldShip®

Key Benefits:

- Reduced delivery times to customers for spare parts orders and increased on-time delivery
- Streamlined fulfillment process eliminating 4 steps, cutting down on clerical time and errors
- Lowered shipping method selection errors by 20%
- Contributed to a 15% improvement in on-time shipping

The Challenge:

Malibu Boats customers' use of their boats can be limited based on seasons and to weekends. A missing part that keeps their boat off the water for even a few days can be a major issue. Malibu Boats builds their boats in their Tennessee headquarters, while serving their 125 dealers from their California location. Orders are taken in Tennessee, but parts are fulfilled from California. Their process and systems had the following challenges:

- The systems were rigid making it challenging to automatically leverage the different UPS offerings such as selecting 2 Day Air versus UPS Ground to meet a delivery date
- The process was complex resulting in too many errors, and requiring extra clerical tasks that were not focused on creating customer value

The Solution:

Malibu Boats implemented OzLINK and integrated UPS WorldShip into their Microsoft Dynamics GP fulfillment process. They implemented business rules that ensured the right UPS service was used based on customer expectations, destination, and transit times. They also re-engineered the process to reduce steps and eliminate extra data entry. The benefits are:

- Increased their on-time delivery to dealers to ensure they could service the customer and get their boats back on the water
- Cut four steps out of the process while saving up to 2 hours per week.
- Reduced the shipping method selection errors by 20% through automation and integration
- Contributed to a 15% improvement in on-time shipping

“The team at OzLINK was extremely responsive. Beyond the technology they had a clear understanding of how to improve our fulfillment processes.”

-Barry Bennett, Purchasing Manager, Malibu Boats



OZ DEVELOPMENT, INC.

Phone: 508-366-1969

sales@ozdevelopment.com

www.ozdevelopment.com