

OzLINK Customer Success Story

Ovation Hair Trimming Costs With OzLINK



At a Glance:

San Diego based Ovation Hair provides their 100,000 plus clients with quality nourishing and rejuvenating personal care products. Their unique products, sold exclusively online and produced solely in the United States, take care of specific grooming needs for both men and women. They currently advertise in 14 different major markets and continue to expand that customer reach. Ovation Hair raises the bar in the personal care and beauty industry by offering a luxurious line of hair care products that safely accelerates growth and strengthens hair at cellular levels.

Industry: Personal Care & Beauty, eCommerce

Oz Solutions: OzLINK Custom

Applications: UPS WorldShip®, NetSuite

Key Benefits:

- Decrease in shipping errors
- Increase in yearly sales by 5%
- More efficient fulfillment process

The Challenge:

Ovation Hair migrated to NetSuite a year and a half ago to use as a complete ERP system including their web-site. They fit in to the NetSuite model as best they could but realized they needed to modify some of the elements to fit what they do. The number of orders they received along with the documentation required to fill the order made it increasingly difficult to effectively communicate to the shipping department. They were finding they needed to:

- Have the ability to pick and pack at the same time
- Eliminate some of the steps in their fulfillment process to make it more efficient
- Reduce the number of shipping errors

The Solution:

Ovation Hair had started working with UPS to integrate WorldShip. Once the UPS representative learned of their additional needs it was suggested to bring in OzLINK as a solution, especially where they needed some custom integration done with NetSuite. As a preferred partner of both UPS and NetSuite it seemed OzLINK would be the perfect integration. Ovation Hair was able to accomplish the following with OzLINK:

- Combine their picking and packing slip to make the fulfillment process more efficient
- Reduce costs by \$75K annually by eliminating the need to hire additional employees
- Quickly and easily communicate with the shipping department

They have also found that the process for the production of orders, approval of orders, and the printing of labels is much more efficient. Currently one staff member is responsible for the production of the orders. This has made them very efficient from a staffing standpoint. Since the implementation of OzLINK yearly sales have increased and they have a .001 error rate. Bob Wells, VP of Operations, said " I don't even want to think what the error rate would be like without OzLINK. OzLINK overall has created a great scalable process for Ovation Hair."

"I got the sense from day one the Professional Services Group at Oz knew what they were talking about. They did what they said they were going to do and the support has been outstanding".

*- Bob Wells, VP of Operations,
Ovation Hair*



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