



# CRABTREE & EVELYN

## SEASONAL SPIKES IN OPERATIONAL EXPENSE ELIMINATED WITH SCALABLE SOLUTION

### CLIENT PROFILE:

Crabtree & Evelyn's vision is to transform everyday rituals into extraordinarily pleasurable experiences. C&E has grown from one family-owned store to an international brand renowned for its fragrances, body care products, fine foods and beautifully packaged gifts. C&E currently has a strong retail presence in more than 65 countries, with over 200 branded retail stores.

### THE CHALLENGE:

Before working with Conveyco Technologies, Crabtree & Evelyn struggled with uncontrolled operational expense due to rapid growth in their eCommerce division combined with unmanaged volume fluctuation.

The primary objective was to reduce unplanned overtime labor costs as a result of seasonal spikes of 200-500% of normal volume. Facing integration of expanding eCommerce markets with their existing retail business, C&E struggled to find the right balance between Capital Expense, including investment in new automation, and ongoing Operational Expenses such as labor costs.

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### EXECUTIVE QUOTE

*"Working with Conveyco is a team experience - from day one and beyond. They listened, learned, and analyzed our data to achieve the right solution for us, then stayed and hardened the system until we were satisfied. Bottom line: the ROI exceeded our expectations.*

*Donna Young - Crabtree & Evelyn*

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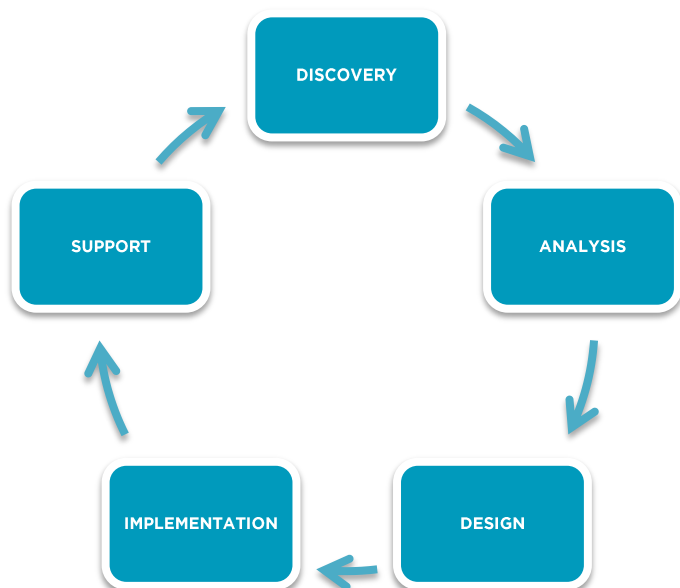


## THE SOLUTION

Conveyco, working closely with C&E's executives and engineers, conducted detailed analysis of both the retail and eCommerce operations to identify pressure points within the existing system. Using pick to light technology and order selection solutions, Conveyco engineers built a system that allowed C&E to fulfill their next holiday spike with no overtime.

As year-to-year growth has continued for C&E, they've proactively anticipated volume increases and expanded Conveyco's scalable solution to control growth efficiently and avoid unanticipated operational expenses. Additionally, since the solution accommodates spikes in volume effortlessly, C&E did not need to invest in excess levels of automation that would sit idle until needed. Conveyco's "right-sized solution" balanced capital expenditure with sustainable reduction in human capital.

## THE CONVEYCO APPROACH



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## KEY DELIVERABLES

- Rapid system payback (ROI)
  - Eliminated overtime and need for temp labor
  - Increased customer service levels through more responsive order fulfillment
  - Better use of space through increased storage density
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Good people. Great solutions.

**CONVEYCO**