

# Linda's Stuff online consignment optimizes growth and efficiencies with SendSuite®

## Client profile

- An industry leader in luxury consignment, featuring high-end clothing, shoes and accessories
- Its global suppliers and customers number in the hundreds of thousands
- Inbound and outbound shipping volume reaches 3000 packages a day

## Overview

The consignment business poses unique supply-chain and CRM challenges

- two sets of demanding customers: suppliers and buyers
- relentless shipping traffic: inbound from consigners and outbound to buyers
- the warehousing and tracking of a massive number of goods
- the need to fulfill orders within 24 hours to satisfy stringent guidelines (i.e. ebay)

As the leader in luxury consignment, Linda's Stuff occupies a unique position in a highly competitive industry. To optimize business performance and customer service and manage costs, it relies on Pitney Bowes SendSuite Live and SendSuite Tracking to manage the inbound and outbound logistics.

## Business challenge

Linda's Stuff was already a fast-growing online business when it first engaged Pitney Bowes in 2010.

"We were shipping about 200 packages a day," recalls Fred Lightman, the company's president. "It might take us three or four hours to print out shipping labels manually from our packing list; then we'd pack the orders and ship them. When Pitney Bowes called, I said, 'Listen, if you can save me money and speed up my process, you've got a potential customer here.'"

Maximizing efficiency and improving logistics velocity was only half the battle. In a hyper-competitive industry, Linda's Stuff also needs to consistently deliver superior service to suppliers and buyers. That means being able to provide complete visibility into the status of consigned goods and real-time order shipment tracking.

*"We're very good at all we do, but as you grow, you need to be better than good: you have to be great at what you do. Pitney Bowes lets us do that."*

— Fred Lightman  
President Linda's Stuff

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## Technology used

SendSuite® Live  
SendSuite™ Tracking

*"In two years, our volume has grown by 50 percent. But, thanks to Pitney Bowes and SendSuite, I haven't had to increase the size of my shipping department. In fact, as my revenues are growing, my shipping expense is going down, because of rate-shopping."*

— Fred Lightman  
President Linda's Stuff



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## Solution/Benefits/Results

With the SendSuite™ Solution, its global logistics platform, Pitney Bowes has helped Linda's Stuff meet their business challenges.

SendSuite Live not only automates the entire outbound shipping process for Linda's Stuff. It accelerates order-to-delivery, boosts worker productivity and morale, and eliminates overtime. Plus the SendSuite Live solution applies business rules and "rate-shops" to select the right shipping option for every package.

"The savings have been tremendous," Lightman says. "And it's incredibly easy. The system does everything for us: we put the item in a box, put the box on the scale, then SendSuite decides how it's going to be shipped and prints out the appropriate label. Boom, boom, boom, it's done."

SendSuite Tracking software offers real-time visibility into the status of each consigned or received item. It helps to improve the company's inbound package handling, inventory management and warehousing, and satisfies concerns for each of the company's primary audiences.

"Each client automatically gets email alerts, saying 'Your item has been received, photographed, listed, warehoused,' etc. Each step is automated," Lightman says.

"Our customers appreciate knowing the status of the items they've consigned to us, and now we know where every one of them is."

Linda's Stuff now has five SendSuite stations in its 57,000-square-foot Pennsylvania facility, and can add more to meet increased volume.

"We're always looking for more business," Lightman says. "We have the technology and the warehouse space. We believe that there's nothing out there we can't handle. And, among our vendors, Pitney Bowes is first and foremost the cause of that."

## Results and benefits

- **Higher volume, faster growth.** Linda's Stuff increased daily shipments by 50 percent without adding shipping team headcount. It can now scale to accommodate even more business.
- **Improved logistics velocity.** Maintained eBay "Top Rated Seller" status by shipping orders within 24-hour window.
- **Lower shipping costs.** Reduced total freight costs as volume skyrocketed.
- **Improved productivity.** Shipping team can handle greater volume more efficiently and quickly. Plus, the annual overtime cost reduced from \$50,000 to zero.
- **Satisfied customers.** Tracking gives real-time visibility into the status of consigned and ordered items.