

RADIO BEACON



## Sports Giant Scores Goals With Warehouse Management System

Radio Beacon helps increase productivity, accuracy and customer service levels for leading sports equipment retailer

### The Company

Sports Giant is a multi-channel sports specialty group that owns and operates HockeyGiant.com as well as four HockeyGiant stores. The California-based company began in 2000 as an Internet-only retailer, but has since evolved into a multi-channel operation. Now one of the largest specialty retailers of hockey equipment and merchandise in the United States, Sports Giant has stores in Anaheim and Irvine, California, as well as Bloomington, Minnesota. Sports Giant operates from a 53,000 square foot warehouse in Carlsbad, California, and delivers its sports equipment at competitive prices with the highest standards of customer service and satisfaction.



### Key Benefits

- **Decreased warehouse staff by 25% during peak demand times**
- **Able to fulfill increased volume of orders while working fewer hours**
- **Provided fulfillment for 4 retail stores in addition to growing internet operations**
- **Improved customer satisfaction, increased order accuracy and productivity within the warehouse**
- **Reduced order fulfillment time**

## The Challenge

Sports Giant supplies the majority of its customer orders from its warehouse which is operated by 10 warehouse employees. This modern warehouse features state-of-the-art control, management, customer service and operating systems, which support the company's Internet and retail store operations. With the expansion of its retail stores and its growing Internet customer base, Sports Giant relies on warehouse technology to maintain high levels of inventory control and customer service.

Having started out as an Internet-based retailer with no prior system in place for managing its warehouse operations, Sports Giant was faced with inventory management challenges.

"Before we had a WMS in place, keeping track of our products and where they were in the warehouse was a challenge," says Sam Simkin, Chief Financial Officer and Chief Operating Officer, Sports Giant. "It also took our employees a long time to pick orders and we needed to find a better way to verify that we were sending the correct orders to our customers. We knew we had to find a more efficient way to run the warehouse to meet customer demand."

Sports Giant's goal was to be able to provide same-day shipping on any orders received before noon, and to provide next-day shipping on any orders received after noon. For a growing company, this posed a challenge in terms of order fulfillment. Over the holiday season in 2002, employees were working extended hours, simply trying to get orders out. Sports Giant was seeking a solution that would increase its warehouse efficiency and support its growing volume of sales while maintaining the highest levels of customer service.



“ We wanted a system that we could rely on that would fundamentally change our business in the areas of inventory control and order fulfillment. We found that with RADIO BEACON. It does what it is supposed to do and it does it in a way that is easy to manage and use. ”

*Sam Simkin,  
Chief Financial Officer and  
Chief Operating Officer,  
Sports Giant.*





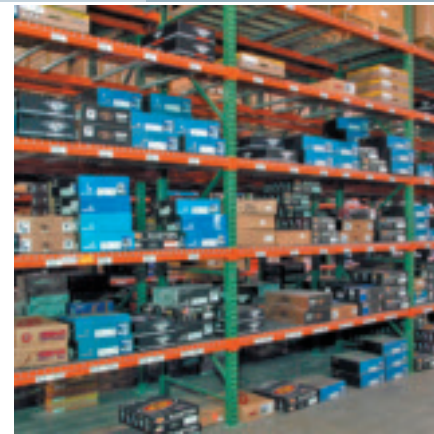
## The RADIO BEACON Solution

In 2003, Sports Giant moved to a larger warehouse in Carlsbad, California and began looking for a warehouse management system that could support the company's growing business. The company decided to implement RADIO BEACON WMS in February 2003 based on its short roll-out time.

The installation of RADIO BEACON WMS was a smooth process for Sports Giant. Radio Beacon provided extensive training for warehouse employees over the course of several weeks. Having been accustomed to using a more complex manual system for managing warehouse operations, Sports Giant's employees found the hands-on training highly beneficial.

"The support from Radio Beacon has been exceptional," says Simkin. "The company's staff ensured that the implementation went off successfully and helped us guide our warehouse employees through the change, to ensure everyone was comfortable using the new tool."

RADIO BEACON allows Sports Giant to heighten the level of inventory control by enabling warehouse employees to cycle count and spot check products so that they know exactly what the company has in stock. It also provides workers with optimized picking routes ensuring that workers are fulfilling orders efficiently and accurately.



**RADIO BEACON**

WMS

## CASE STUDY SPORTS GIANT



RADIO BEACON

# WMS

### Benefits of RADIO BEACON

Sports Giant needed a warehouse management system that could support business growth, both over the Internet and through its retail stores.

Seeking to improve warehouse operations with an easy-to-use, easy-to-manage system, Sports Giant found an effective solution with RADIO BEACON. Radio Beacon's WMS provides Sports Giant with the inventory control and order fulfillment efficiencies that it needs to increase productivity, improve accuracy, and meet and achieve business growth.

Sports Giant's increase in productivity has been especially evident when comparing efficiency at peak demand times such as the holiday season. In December 2002, Sports Giant kept up with demand by running the warehouse up to 18 hours per day, with 40 employees working diligently to fulfill customer orders. By December 2003, with RADIO BEACON WMS in place, employees were able to fulfill an increased volume of orders over the previous year, while working fewer hours.

Customer satisfaction issues have now become virtually non-existent. The company had been seeking a way to decrease product returns, and to ensure that customers were fully satisfied with the accuracy of their orders. Now, Sports Giant is able to virtually eliminate incorrect shipments to customers, and accurately meet its same-day and next-day shipping goals, generating significant customer service improvements.

"The order accuracy and customer service improvements we have been able to achieve with RADIO BEACON WMS are remarkable," says Simkin. "Today we run our warehouse much more efficiently and can better meet the needs of our growing business. That speaks volumes about what RADIO BEACON has done for us."



**RADIO BEACON INC.**  
**800-247-9526**  
**[www.radiobeacon.com](http://www.radiobeacon.com)**  
**[marketing@radiobeacon.com](mailto:marketing@radiobeacon.com)**