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Rafi Khan, COO Earth Animal

EARTH ANIMAL CASE STUDY

EARTH ANIMAL REALIZES \$300K IN COST SAVINGS

VALUE DELIVERED:

- SAVED \$200K IN TRANSPORTATION SOLUTIONS THROUGH JARRETT'S TMS AND WMS
- SAVED \$100K THROUGH JARRETT CONTROL TOWER EFFICIENCY AND REDUCED COMPLIANCE CHARGES
- REDUCED INVENTORY DISCREPANCIES BY 90%, INCREASING ACCURACY WITH STOCK LEVELS

CUSTOMER

Earth Animal is a B2B pet food brand that distributes holistic pet treats and food across the United States and United Kingdom. Founded in 1979, the company has grown from a family-run business to an international brand.

THE CHALLENGE

As the company grew, leaders faced challenges of scaling with their business. Prior to partnering with Jarrett, Earth Animal had regular inventory discrepancies and a lack of a Warehouse Management System (WMS) with no real-time inventory visibility or timely view of inventory receipts and customer shipments. Combined with a lack of e-commerce specialization, technology and quality control measures, customer satisfaction was a problem and led to numerous customer complaints. A lack of technology prevented Earth Animal from having the necessary oversight to efficiently handle orders and ultimately caused an increased return rate. The biggest issue was an inability to partner with larger retailers which prevented the company's ability to grow.



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THE SOLUTION

Partnering with Jarrett brought significant improvements in e-commerce, inventory management, advanced technology through TMS and WMS platforms.

E-commerce:

“We achieved same-day shipping for all ecommerce orders and click-to-delivery visibility by fully integrating our platform with Jarrett's WMS, enhancing the customer experience,” said Rafi Khan, COO of Earth Animal.

B2B Business:

Implementing jShip technology reduced inventory discrepancies by 90%, ensuring accurate stock levels. Real-time visibility through Jarrett's WMS improved stock management.

Our Fulfillment:

“Our order fill rate increased from mid-70% to 99.9%, ensuring accurate and prompt customer order fulfillment,” said Khan.

Transportation and Customer Service:

Jarrett's control tower provides a dedicated transportation team and TMS for comprehensive logistics support, addressing shipment queries and improving customer satisfaction.

Cost Savings:

“We saved \$100K by reducing compliance charges and \$200K in transportation costs, while also cutting vendor lead time by seven days,” said Khan.

Data Visibility and Analysis:

Jarrett's TMS enabled year-over-year customer-level analysis and met large retailer requirements, gaining clients like Petco, Chewy, Amazon, and PetSmart.

Measuring the Results:

“Real-time receipts and shipments allow immediate action, faster billing, and improved revenue cycles. We can confidently answer customer inquiries, enhancing satisfaction and trust,” said Khan.