

Direct Seller, NeoLife, Partners with Staci to Support Rapid Growth

NeoLife is a global direct sales company that seeks to create a happier, healthier world through better nutrition. Founded in 1958, the family-owned business managed its own national fulfillment for many years from a single warehouse in Fremont CA, near its San Jose headquarters. This resulted in lengthy 7-10 day transit times to East Coast customers. With sales growing and its warehouse space running out, NeoLife's operations leaders knew the company needed to scale fulfillment operations to support future growth.



“We wanted to expand capabilities without large capital investments, and we knew the right 3PL could get us there,” says Clarissa Perez-Pacheco, NeoLife's VP of Operations, North America.

After a competitive bid process, NeoLife chose Staci to manage 100% of its order fulfillment from locations in Dallas and Phoenix.

Keys to Success

Multi-DC network. Fulfilling orders from Dallas and Phoenix has put product closer to most customers, enabling an average order-to-delivery time of 3 days. By reducing the percent of high-zone moves, the strategy also cut parcel costs 20%. “Customers that must wait many days to receive orders may look elsewhere,” says Perez-Pacheco. “By leveraging Staci's national fulfillment network, we help reinforce the reputation of NeoLife promoters for great customer service.”

Scalable operations. When COVID lockdowns took hold in February of 2020, NeoLife's order volume increased 53% in a single month. During its first 4 years with Staci, NeoLife's sales grew 62%. Staci scaled space and labor to accommodate this growth.

Complex packout. NeoLife employs a range of packaging types, including boxes and pouches. Certain multi-SKU orders must be packed in specific ways to avoid damage in transit. NeoLife also likes to include branded messaging on its packing slips.

“Associates need to be carefully trained on our packout process,” says Perez-Pacheco. “Staci has done that and consistently meets SLAs for order accuracy and damage prevention.”

Strong relationship with account team.

The NeoLife and Staci staffs function as one integrated team. “Staci people are very responsive to order status and other requests,” says Perez-Pacheco. “When the answer is not available on the portal, we can get the information we need quickly.”

Results

- High-quality logistics support in a rapid-growth environment
- 2-4 day reduction in order-to-delivery cycle time
- 20% reduction in parcel costs

Says Perez-Pacheco, “Staci takes care of the day-to-day fulfillment details and that allows us to focus on product quality and keeping our promoters and their customers happy.”

