

Case Study

Home Chef's expansion while delivering \$1M+ in savings

Home Chef's Success

\$1,000,000+

saved with rate visibility & market comparison

\$111,000

in savings through a single flagged accounting error

3 months

to full TMS implementation across four warehouses

0 "fires"

on implementation day

★★★★★

5-stars in overall customer satisfaction

Want to see how Shipwell can drive similar results for your business?

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About Home Chef

Ranked #1 for customer service, Home Chef is one of America's leading meal kit delivery services with distribution centers in Chicago, Los Angeles, and Lithonia, Georgia. Providing curated boxes of fresh ingredients for a rotating selection of more than 30 different meal options each week to customers across all of the lower 48 states, their logistics team had their work cut out for them — and with a fifth distribution center opening soon in Baltimore, business was scaling faster than their current processes could manage. As a result, they needed to find a logistics partner with the tools that could help them maintain their excellent service record while keeping costs under control.

Challenges

Improving organization for multiple lines of business

Home Chef managed various lines of business, including retail sales, online customer orders, and supplier management. This meant that in order to stay on top of operations, coordinators would have to search through thousands of emails daily, many of which would be missing vital information. Due to the complexity of their business network, Home Chef required a centralized TMS solution that could keep all relevant information easily accessible and well-organized in order to streamline operations and improve communication among everyone involved.



Because we have so many different lines of business, organization was key... we needed a TMS that's really able to organize everything.

Jess Pilarski

Logistics Manager, Home Chef

Ensuring a consistent customer experience while expanding

With four distribution centers in operation and another opening soon, Home Chef recognized the need to avoid scattered Google Docs and outdated processes that hindered their growth. Plus, with their commitment to sustainability in both their meal kits and the logistics involved in their delivery, they required greater visibility and insights than their previous system could provide. Because of this, they were seeking a partner that would help to build a strong foundation for expansion and maintain a seamless customer experience.



This is going to be a huge year for Home Chef. If we weren't prepared with this our service would be awful, our costs would be awful... It's a huge domino effect.

Jess Pilarski

Logistics Manager, Home Chef

Improving relationships with carriers for more favorable rates

Because of the ever-shifting distribution network involved in meal kit delivery, Home Chef relied on the spot market for about 40% of their freight, which often would result in high costs. And with the time-sensitive nature of their products, developing strong carrier relationships was crucial to ensure that not only would costs be kept more under control, but that they could count on orders being consistently picked up and delivered in a timely manner.

Why Shipwell

Home Chef evaluated six competing transportation management system (TMS) providers before choosing Shipwell as their preferred logistics partner. Having worked on four complex and time-consuming TMS implementations in the past, for Home Chef logistics manager, Jess Pilarski, it was the prospect of working with a partner that could deliver both the solutions and support.

Customized features and tech solutions



Shipwell, being a technology provider with advanced and modern capabilities, was better positioned to deliver the tailored features and solutions Home Chef needed to effectively address their unique challenges.

Excellent sales support



Shipwell's sales team and representative demonstrated a deep understanding of Home Chef's needs and were able to answer all their questions, instilling confidence and consistent support in the partnership.

Clear and detailed API documentation



Shipwell provided Home Chef's IT team with API documentation that they described as "the best we've ever seen", enabling seamless integration with Home Chef's existing systems and tools.

Established integrations



Home Chef used many different tools and systems in their existing operations, and by leveraging Shipwell's extended integration network, data migration, sharing, and collaboration was made effortless.

Speedy implementation

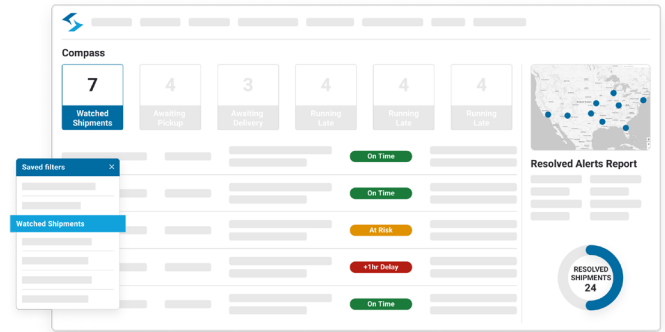


Contrary to the 13-month timeline provided by others, Shipwell assured deployment within three months, delivering without a single snag – an exceptional accomplishment in the realm of TMS implementation.

Solutions: Organizational sanity, \$1 million in savings

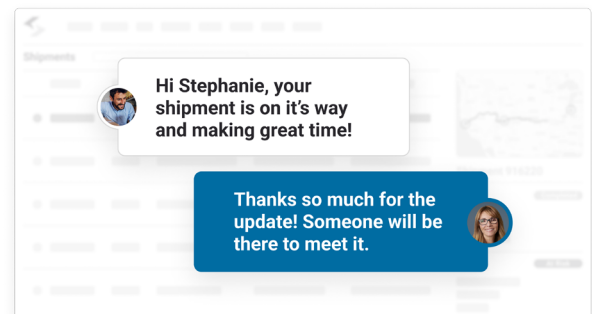
Customizable centralized dashboard makes organization easy

Shipwell's customizable, centralized dashboard provided Home Chef with an easy-to-use platform that greatly improved their transportation processes. Costly accounting errors could easily be avoided, and with features like tags and watches on shipments, identifying and prioritizing hot shipments or specific shipment types became significantly easier, enabling their logistics team to manage multiple lines of business more efficiently. Plus, with the ability to instantly build out reports on performance, pricing, and other factors, they gained immediate and valuable insights into their operations.



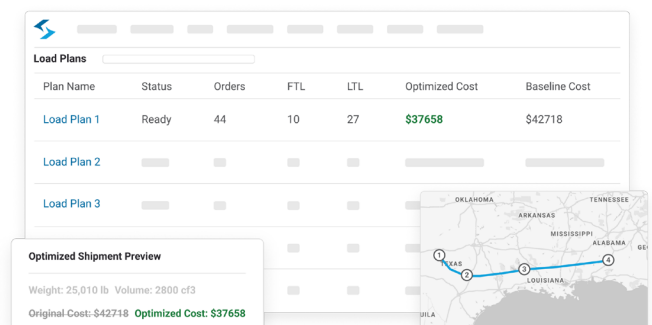
In-platform messaging streamlines communication

The in-platform messaging feature offered by Shipwell greatly improved communication for Home Chef. Coordinators could log into Shipwell and utilize the platform throughout the day, finding all the necessary information on a single screen. This allowed them to know when and whom to contact with just a push of a button, eliminating the need to search through various channels or emails. This streamlined communication enhanced coordination and efficiency across their entire logistics process.



Powerful visibility capabilities boost shipment sustainability

Shipwell's powerful visibility capabilities played a pivotal role in boosting shipment sustainability for Home Chef by delivering insights that allow them to quickly identify opportunities for optimization. For instance, they combine multiple orders being picked up at the same supplier for different weeks. By leveraging visibility and insights, Home Chef made informed decisions that improved the sustainability of their supply chain.



Accurate market insights deliver big cost savings

The data-driven approach enabled by having instant access to accurate market insights enabled Home Chef to establish and maintain favorable relationships with their carrier partners while delivering substantial cost savings. With access to real-time rate comparisons, Home Chef is now able to negotiate with their peers and carriers based on market data. Armed with this information, they have effectively requested better pricing from carriers to result in a total savings of over \$1M dollars.

RFPs > 22 Q1 RFP						
Market	Lane ID	Bids	Lowest Bid	Highest Bid	Market Price	Price Volatility
↑	88888	5	\$500	\$700	\$610	High
<div>HIGHEST \$700.00</div> <div>AVERAGE \$609.00 → MARKET PRICE \$610.00</div> <div>LOWEST \$500.00</div>						
↓						
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Looking forward

Enhancing the customer experience through carrier scorecards

As with any new solution, the possibilities don't end with implementation, and going forward, Home Chef has plans to leverage Shipwell's carrier scorecards to enhance the customer experience. With these scorecards, Home Chef can monitor and maintain high standards for on-time delivery performance, allowing their logistics team to ensure that carriers are consistently meeting the required standards. In the event that a carrier fails to deliver on time, Home Chef can seamlessly switch to a backup carrier to ensure that the customer experience remains unaffected by any delays or disruptions. By leveraging carrier scorecards, Home Chef aims to uphold their commitment to exceptional service quality and ensure that customers receive their meal kits on time, resulting in a positive and reliable experience for all.

Seamlessly integrating a new warehouse into their operations

With the opening of their new warehouse and distribution center in Baltimore, having Shipwell's TMS in place will be instrumental in ensuring its smooth integration. The centralized dashboard and in-platform messaging will play a crucial role in coordinating operations, while Shipwell's established integrations with existing tools and systems will facilitate data sharing and collaboration. By utilizing Shipwell's technology, Home Chef is confident that they are well-prepared to make the new warehouse an integral part of their logistics ecosystem without disruptions, contributing to their overall growth and success.

Enhancing sustainability measures thanks to improved visibility

Having made sustainability one of their top priorities this year, Home Chef looks forward to Shipwell's visibility tools as a driving force in enhancing their eco-friendly measures. Enabling real-time insights into their supply chain operations, they will be empowered to uncover new opportunities for optimization, waste reduction, and improved sustainability practices. By analyzing data on delivery routes, carrier performance, and shipment consolidation opportunities, Home Chef is excited at how Shipwell's technology will enable to drive their sustainability initiatives forward, positioning them as a responsible and environmentally conscious leader in the meal kit delivery industry.

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