

## AMWARE FULFILLMENT HELPS DIRECT SELLER LE-VEL THRIVE



Le-Vel is a premium lifestyle brand whose **THRIVE** line of nutritional supplements and other premium lifestyle products helps individuals achieve health and weight management goals, while looking and feeling great. A direct selling company, Le-Vel sells its products through a global network of passionate Brand Promoters.



As a premium brand, the customer experience is crucial to Le-Vel. When the company's previous warehousing and order fulfillment partner struggled to keep up with Le-Vel's growing demand, Le-Vel took swift action.

According to Le-Vel Executive VP & CFO, Sophary Ly, "We started receiving feedback from our Brand Promoters and customers about shipping issues. That's when we knew we needed to make a switch."

Le-Vel looked for a fulfillment services company that could provide consistent, premium-quality service and expand services and locations as Le-Vel continued to grow exponentially.

Following a meticulous analysis and a thoughtful evaluation process, Amware Fulfillment was selected as the trusted partner to handle Le-Vel's fulfillment operations across five strategically located centers in the U.S. With Dallas serving as the primary distribution center, Amware Fulfillment now provides exceptional service to support Le-Vel's logistics needs.

### Keys to success

**Premium customer experience.**

Orders in by 2 pm go out the same day – no exceptions. Care is taken during the pack-out process to get each order right and ensure the products are packed with care. "Receiving and opening the delivery is all part of the experience, and we want that experience to go perfectly," says Ly.

**Warehouse efficiency.** Amware installed a Pick-to-Light solution for Le-Vel in Dallas to improve picking speed and accuracy. Process training is super simple, and the technology maintains a minimum 95% order accuracy rate.

**Manage order volatility.** Five times a month, orders spike due to Le-Vel's auto-ship days. Amware handles order spikes seamlessly through close

collaboration with the Le-Vel team on forecasts, allowing Amware to effectively pre-plan labor requirements.

**Parcel cost optimization.** Le-Vel recently added a line of heavier-weight water products, which are costlier to ship nationally from a single location. "We were able to use Amware's national warehouse network to put our heavier-weight products in each region to eliminate costly, high-zone parcel moves," says Ly.

**Team approach.** "It's an open line of communication," says Ly. "I can call anyone in the organization, including the senior executives, to address any concerns."

### Results

- Order accuracy improved to 99.5+%.
- Brand Promoters and customers receive their orders 1-2 days sooner than before the switch to Amware.

"We're now seeing the consistent operational execution we expect, so we're glad we made the switch to Amware," says Ly. "It's been a great working relationship. When issues arise, we solve them together as a team. That's the way it should be."