



## SMART SYSTEMS THE KEY TO FAST, ACCURATE PROCESSING OF HOST/GUEST ORDERS

H2O At Home markets a variety of products for home and personal care that provide people with a cleaner, greener, healthier way to live. Products are sold through independent advisors who share the company's vision to create a better world, starting at home.

Founded in France in 1998, H2O At Home entered the U.S. market in 2009, where it has enjoyed steady growth since. A significant portion of the company's customer base resides in the Western U.S., so in 2011 fulfillment operations were established at Amware Logistics' Phoenix fulfillment center.

**"Amware has scaled fulfillment operations to support growth rates near 50%."**

H2O At Home's sales are through advisor-hosted parties. Shipped orders can be delivered to Hosts or individual party Guests, or a combination of the two. The

company chose Amware based on its ability to effectively manage Host/Guest orders and to scale operations to support future growth.

### Keys to Success

- **Scale.** The company has experienced rapid growth in recent years and this growth requires periodic restructuring of the pick area to maximize labor efficiency.
- **Flexibility.** Daily order volume can vary widely, so it's essential to economically manage labor costs. Amware's Phoenix location serves multiple direct-to-consumer clients so it's possible to share labor across clients that have different peak demand periods. This helps handle volume spikes using cross-trained associates and also avoids overstaffing during slack periods.
- **Managing order accuracy.** Amware's IT team applied custom logic to the warehouse management system to ensure that each guest order is automatically linked to the appropriate host.

- **Parcel cost reductions.** H2O At Home leveraged Amware rates for significant savings.
- **Happy hosts.** Amware's final customer is as much the party Host as the actual buyer. Products arrive, post party, in a master carton containing clearly labelled boxes for each Guest order. Amware's system is flexible enough to send some packages to the Host for final delivery and some direct to party Guests.
- **Premium product presentation.** All branded boxes are neatly laid out in a box and covered with purple paper, H2O At Home's signature color, to enhance the Host and Guest experience.

### Results

Amware has supported growth rates near 50% with steadily improving performance on all key fulfillment metrics.