

Wireless Speaker Company Scales Up with Technicolor to Meet the Supply Chain Demands of Rapid Growth

The Situation

When they began to experience rapid growth, a premier manufacturer of wireless speakers needed to scale their logistics operations to meet the increasing demand.

The Solution

Technicolor partnered with the client to develop a solution that would support their high-velocity supply chain with scalable, cost-effective, and consistently reliable service.

The Client

A premier manufacturer of wireless speakers found in retail locations spanning more than 60 countries across the globe. They are a leader in the consumer electronics space, featuring a line of high-fidelity wireless speakers, ranging from standalone speakers to center channel bar and subwoofer. Integral to the experience, the speakers can all play from one channel source or independently of each other. The clean, wireless aesthetics are matched by crystal-clear sound quality that can fill any sized room.

The Situation

Experiencing rapid growth, the client was faced with the challenge of scaling their logistics operations to meet the increasing demand. Time was of the essence, as major retailers hold suppliers to very high standards and narrow delivery windows – and deviations from those standards typically result in substantial fees and penalties. As they grew, and costs associated with delivery issues reached an inflection point, they realized it was time to change their supply chain approach.

The change would come with some exacting requirements, however. With a product that has sensitive and costly specifications for storing, the client had implemented a demand-driven “just-in-time” manufacturing model. Beyond reducing fees and chargebacks, they would need an experienced transportation provider with the ability to scale and reliably deliver a delicate product to mass market – especially during the peak holiday shopping season.

By partnering with Technicolor and its team of industry experts, they were able to develop a comprehensive solution that would address their growing logistics demands.

The Solution

A series of discovery periods gave Technicolor a thorough understanding of the challenges the client faced and their needs going forward. From there, the diverse experience of Technicolor’s account management team contributed greatly to the development of a solution with the scalability, cost-effectiveness, and consistently reliable service that the client needed to support their high-velocity supply chain.

With Technicolor integrated into their organization, they had another vital component of the solution available to them, which was the option of a consolidated service offering; this enabled them to select which parts of their supply chain to incorporate into the overall offering. Furthermore, with the Technicolor team enhancing communication and improving process management, the client found they had much more clarity and visibility into their complex supply chain.

The TGL Difference

The breadth of services offered by Technicolor enabled the client to streamline their supply chain with a single provider who could handle and support all of their logistics requirements – when and as needed.

Another priority for the client was to accurately monitor and measure supply chain improvement. To that end, Technicolor provides a robust suite of customizable reporting capabilities – complete with customer-centric dashboards and metric views – giving the client a clear view into the service and cost metrics that matter most to them.

As with all Technicolor clients, they can rely on a dedicated account management team and a true open-door policy, giving them 24x7x365 access to key personnel, and direct contact information if they ever need to escalate an issue. From all levels of the organization, the Technicolor team is available to provide diverse industry expertise and creative problem-solving support whenever needed – an additional level of service that grows with Technicolor’s continuous efforts to learn each client’s business and understand their specific operational needs.

The Results

Based on the consolidation of services and competitive solutions provided by Technicolor, the client has experienced a significant cost to serve reduction. Much of this cost reduction has been realized by the consistent decline in chargebacks and fines that were initially brought on by compliance issues with major retailers as the organization experienced rapid growth.

Since the move to Technicolor, the client has achieved across-the-board increases in their Retailer Performance Rankings. At (arguably) one of the most stringent big box retailers, they significantly improved their supplier rankings. In another major improvement, they were never found to be out of compliance when shipping their major product line to the same retailer during peak season.

The Bottom Line

The partnership between Technicolor and the client was so successful that it led to an expansion of the relationship beyond initial truckload needs, to projects that include distribution and multi-modal transportation services.

About Technicolor

Technicolor is an established logistics partner to some of the most prominent names in consumer products — handling complexities and challenges like the ones related here every day. As a leader in retail logistics, Technicolor has diverse experience in managing time-sensitive, high value, and high-velocity supply chains, including products that require end-to-end handling, from import to time-definite transportation to retail locations numbering over 10,000. Technicolor’s commitment and experience in navigating and solving multifaceted supply chain challenges continues to make them a preferred partner for many high-volume and high-demand customers.