

Case Study

How Dr. Squatch Achieved Reliable, Scalable Fulfillment

Since its inception, Dr. Squatch has been celebrated for its high-quality, natural men's personal care products and creative marketing campaigns that capture attention. Yet behind the scenes, the brand was grappling with fulfillment challenges that made scaling nearly impossible.

Fulfillment woes, constant transitions between 3PL providers, and micromanagement had become the norm. Enter ShipMonk, a fulfillment partner capable of transforming these frustrations into opportunities for growth.



The Problem

Dr. Squatch faced recurring fulfillment challenges that threatened its growth. Switching between 3PL providers became routine as issues mounted:

- **Slow economy shipping**, taking 7-8 days and frustrating customers.
- **Low order accuracy**, leading to frequent complaints.
- **"Where is my order?" (WISMO) inquiries dominating** customer support.
- **Operational inefficiencies**, pulling focus from innovation and growth.

"Customer complaints about 'Where is my order?' were constant. It hurt our brand and distracted us from our mission," shared Jason Welsh, Sr. Manager of Ecommerce and Wholesale Fulfillment, at Dr. Squatch.

Finding a Partner Who Gets It

When Dr. Squatch decided to transition to ShipMonk, the stakes were high, and the deadline was tight. They needed to leave their previous 3PL and start shipping with ShipMonk within just three weeks. Our onboarding team approached this challenge head-on, systematically addressing pain points and ensuring every step of the process was seamless.



"We were in a really bad spot with our previous 3PL, so we had to get out of there quick," Welsh recalled. "ShipMonk made a lot of big promises, but much to our surprise, they delivered."

Jason Welsh

Sr. Manager of Ecommerce and Wholesale Fulfillment



The Results

ShipMonk didn't just fix fulfillment for Dr. Squatch; it transformed it into a strategic advantage.



Click-to-delivery: Economy shipping times dropped from 8 to 4 days, improving customer satisfaction.



Order accuracy: Order accuracy exceeded 99.5%, slashing complaint rates.



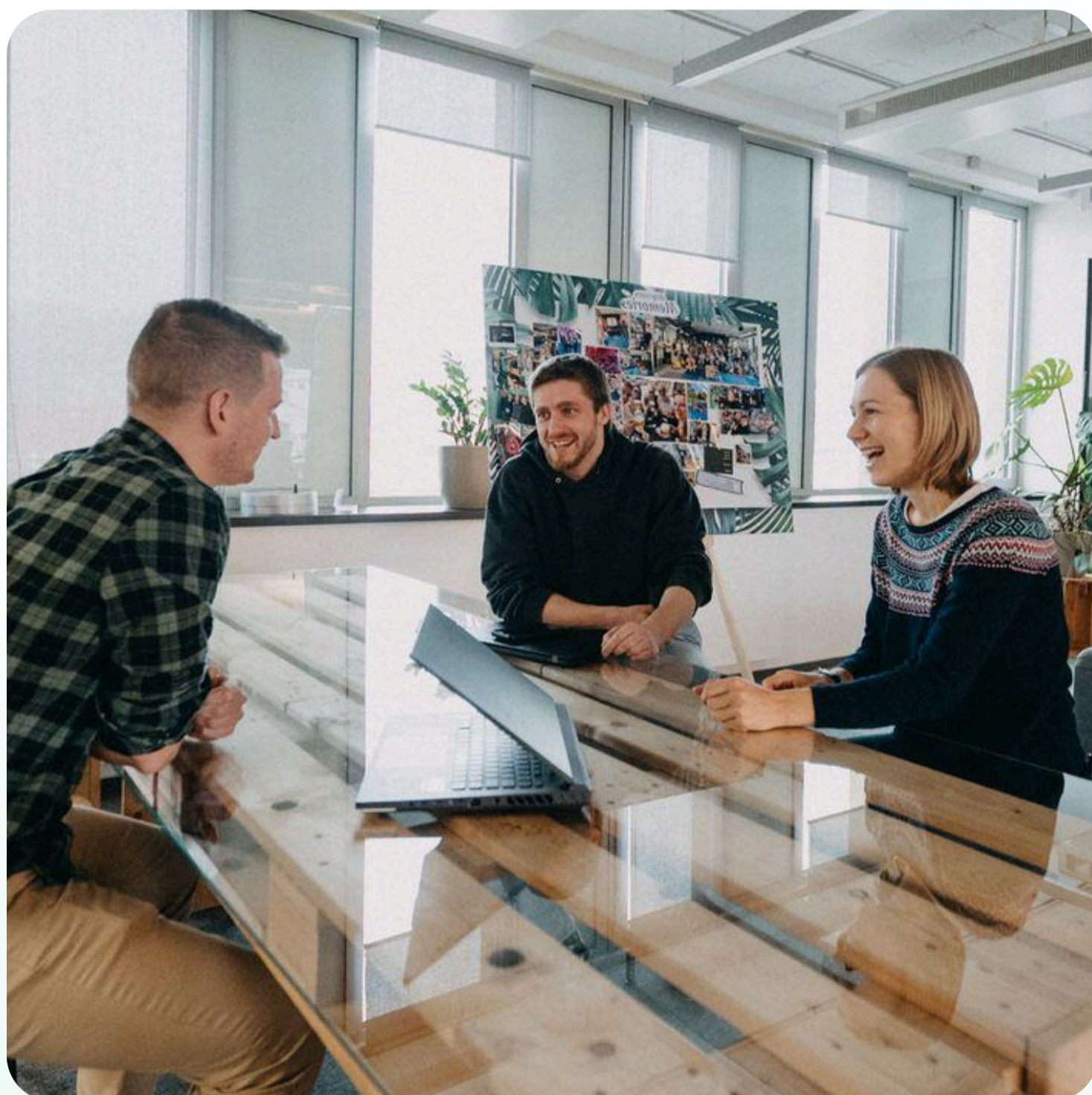
Efficiency gains: Access to real-time inventory tracking allowed Dr. Squatch to make smarter decisions about stock replenishments and promotions.



Customer happiness: "Where is my order?" inquiries, historically the #1 customer service challenge, no longer ranked in the top 10.



Cost savings: Lower returns, fewer replacements, and a clear, accurate billing process gave Dr. Squatch a new level of financial control.



The ShipMonk Difference

At the **core of this success** was ShipMonk's approach to **collaboration** and **transparency**. Weekly strategy meetings between Dr. Squatch and ShipMonk ensured that the partnership evolved with the brand's needs.

Two standout features made a lasting impression on the Dr. Squatch team:



Virtual Carrier Network (VCN): ShipMonk's VCN gave the team flexibility to pivot between carriers, avoiding delays and additional costs.

"We had never had carrier flexibility like this before,"

Andrew Sutton, Sr. Director of Fulfillment Logistics, at Dr. Squatch.



Operational Visibility: ShipMonk's dashboard delivered real-time insights into fulfillment operations, creating clarity and control where there had been chaos.

"They're not afraid to try, fail, adjust, and improve,"

said Sutton of ShipMonk's proactive approach.

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