briefli

CASE STUDY

Enhancing Operational Efficiency & Increasing Capacity for Growth

This case study examines **Quality Distribution's (QDI)** strategic adoption of 'briefli' to enhance their operational efficiency and increase their capacity for business growth without the need to hire additional office employees.

It highlights the challenges faced, the transformative solutions implemented, and the significant improvements achieved in workflow and productivity for non-EDI integrated customers.

Challenges/Problem

QDI faced the challenge of scaling their operations in a changing economic environment, including rising labor costs, and shrinking labor pool. A vital part of their strategic plan was to improve their operational workflow efficiency, which was essential for keeping their high standards of accuracy and quality service.

A large percentage of QDI's customers are fully integrated via EDI into their WMS; however, a meaningful number of customers require using a manual data entry method to upload order details. While this is a common environment in 3PL warehouses, this challenge created an opportunity for briefli to help QDI innovate and adapt. QDI needed a solution that would not only meet their immediate needs for fast and accurate data entry, but also support their long-term growth and excellence in service delivery.
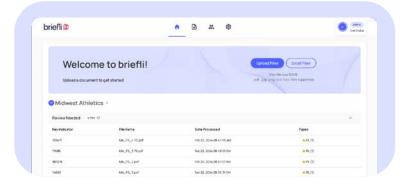
KEY TAKEAWAYS

→ Estimated ROI of 180%. Total annual estimated spend of $24,000 offset by over $67,000 of Full Time Equivalent costs.

→ Within 60 days of going live, briefli has automated order entry for 16 customers saving 960 hours annually.

→ Reducing order processing time from 5 minutes to 40 seconds - a 600% improvement in processing time per order.

→ This added efficiency from briefli is allowing QDI to add new customers without needing to add additional CSR headcount.

→ CSR's are focusing more on data accuracy vs data entry and more customer centric services, improving overall execution of downstream fulfillment processes.

180%
Estimated return on investment

600%
Improvement in processing time

SOLUTION

The solution needed to address challenges in the labor market and improve efficiency with the resources available.

This required the team's focus on process, people, and technology to ensure maximum impact.

Prioritize Impact

Senior leadership met with briefli to prioritize the most impactful issues and challenges.

Align on Scope

The project team aligned on the Extensive WMS integration, ideal document workflows, testing timeline, and the technical aptitude of the team processing orders.

Field Analysis

briefli sat with CSRs to understand daily workflow.

Implementation

briefli solution was implemented, tested, and deployed, providing capabilities to automate the extraction of data from documents (including sku, lot, quantity, PO #, and many other key data points).

Within 1 week of completing field analysis, data and documents that were manually processed were captured accurately and pushed to their WMS.

Outcome

QDI and the briefli team agreed that the best approach would be to start with a small pilot and focus on automating the inventory inbound process for only two customers. Within 48 hours of going "live", the average order processing time had reduced to 40 seconds compared to the average of 5 minutes measured during the field analysis. This result indicated a savings of 3 hours per week!

This early success caught the attention of other CSR's in the office, who began asking how they could get access for their customers. The following weeks saw additional customers and CSR's being added to the platform.

At the time of writing this document, QDI has 16 customers utilizing the briefli workflow automation tool which is currently saving 80+ hours a month.

Over the coming weeks and months, an additional 64 total customers will be onboarded to briefli, helping QDI recognize over 200 hours a month of saved manual data entry time from nearly 1,500 total transactions.

Further enhancements to the briefli platform are being made to allow for automated document saving and filing to SharePoint, further enhancing the total automated workflow and driving 10's of hours in additional monthly time savings.
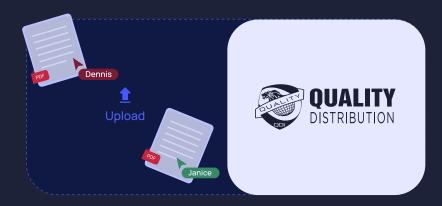
> "We began using briefli with the goal to minimize manual order entry, increase accuracy and ultimately help our team focus more on customer support and relationship vs data entry.
>
> We quickly realized how beneficial and impactful briefli can be for us now and in the future, briefli has exceeded our expectations and continues to add value."

Steve Bohin
Chief Executive Director,
Quality Distribution Inc.

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IN SUMMARY

Prior to implementing briefli, QDI's process for receiving incoming documents was more manual and time-intensive.

It involved several steps of manual data entry, verification, and sorting, which can always be prone to errors and inefficiencies. This traditional method required significant staff time and attention, potentially diverting resources from higher-value tasks like customer engagement and strategic planning.

The adoption of briefli has revolutionized QDI's document receiving process.

By automating key aspects of data entry and document handling, briefli significantly reduced the time and effort previously spent on manual tasks, and is on track to saving hundreds of hours per month. This shift allowed QDI staff to focus more on adding value to customer interactions and less on lower-value efforts like data entry.

Most importantly, the efficiencies gained by choosing briefli allowed QDI to make progress on one of their highest priority challenges: ability to add additional customers without adding hiring additional resources.

Briefli provided win-win for QDI: address QDI's strategic initiatives of growing in a challenging environment, while becoming a tool praised by the CSRs in the field.