How The Groomsman Suit Scaled Their Business by Switching 3pls

Case Study

Bergen Logistics and the Groomsman Suit have been in partnership since 2019. We spoke with Diana Ganz, Co-founder of the tuxedo rental company, to discuss her experience in the partnership thus far.

Highlights

- About The Groomsman Suit
- Challenges the company faced partnering with a newer 3pl
- Solving their order fulfillment issues by switching 3pls

About The Groomsman Suit

The idea for TGS was born from Jeanne's personal experience planning her 2013 New Year's Eve wedding. With no other options available to affordably outfit their groomsmen, she and her husband were forced to go the usual rental route only to be disappointed by the logistics, poor fit, and price.



Using her fashion industry experience, Jeanne set out to create a new solution for black tie attire: a sharp-looking tuxedo that could be purchased for less than the cost of a traditional rental. Diana, her longtime childhood friend, joined her efforts and together they launched The Groomsman Suit in February 2016. Since then, the company has had the honor of being a part of countless weddings helping thousands of men look sharp!

Challenges

The Groomsman Suit initially outsourced their order fulfillment to a newer 3pl, but SLAs weren't being met and orders were inaccurate.

Experts in garment on hanger

What were the problems with your previous fulfillment partner that necessitated a change?

It really came down to timeliness with fulfillment and shipping our orders to our customers. It really came down to timeliness with fulfillment and shipping our orders to our customers. We're not in a business where we can just ship orders whenever. There are determined deadlines, very hard deadlines that customers need their orders by. And we have to live up to that. At a point in 2018 we had 600 orders backed up in the system for five months on end, it was just too much to handle. We even ended up doing a lot of the shipping from our Chicago showroom ourselves to overcome the delays. It was really challenging, we did everything we could to make it work until we could find the right fulfillment partner.

We had moments where we were considered bringing fulfillment back in house, as it was the only way to guarantee that it's going to happen to our standard.

+1h Accuracy and Efficiency

But then we realized we had two choices: we can become a fulfillment company, or we can continue to grow our brand and give great customer service to our customers. We did not want to become a fulfillment company, because we had failed at it before, and decided that it was smart to continue to outsource it.

Why didn't you choose Bergen the first time around?

I think it was the price that initially scared us. We were a young company, so we went with the cheaper option, which probably ended up being more expensive considering all the headaches that we had. Our partner promised us a lot of things that just never happened, and it made us realize the value of a company having expertise in garment on hanger.

Guaranteed to deliver

Following that experience, what were you looking for in your next partner?

Meeting SLAs. The one thing that was really clear about Bergen was, they're gonna adhere to their SLAs. If they're supposed to get orders out within 24 hours, that's what they're going to do.



Solutions

After a bad experience with their 3pl, The Groomsman Suit met with Bergen Logistics to revisit a partnership.

What made our solution stand out over other companies that you researched? And what product or feature of ours was the most appealing?

I think it's really your skill set in garment on hanger, your ability to do garment on hanger. From an infrastructure perspective, you're designed well to be successful with GOH. That was really the most important thing for us because like I said earlier, there's a million other fulfillment companies, but a lot of them only want to do perfectly packed little boxes that can be stacked on top of each other and that's it. So it was important for us to find somebody that could do garment on hanger, and do it well.

How was the process of implementing our solution?

It was a mad dash, we really didn't have a long leeway. The Bergen team really deserves a lot of credit, because our inventory was not organized when it arrived. But they came through and organized it, and that was a huge relief. The Bergen team connected with our tech team and got things done. It was really seamless.

That's the other piece that was important for us with finding our new fulfillment partner - their ability to get us up and running very quickly. Ron knew the position that we were in with trying to get out of our previous fulfillment partner, and he just really moved to help encourage his team to meet and onboard us at lightning speed.

How did our team help with implementation?

With onboarding and implementation, there's always some work that needs to be done and it's a little bumpy first. But the team is always rapid to respond and figure things out, and our Account Manager, Cibeles Mordan, is the best.

Supported by a strong team

From an operational standpoint, it's really been about customer service, it's made our lives a lot easier. Shipping orders on time is a huge relief for customer service. It means less calls we have to mitigate from customers asking us where their orders are, and allows us to focus on other things. We also use FedEx through you guys, and it's much better than the shipping provider we were using. For the same price, we're using a premium service like FedEx. It's awesome.

What stood out to you during the transition period when switching to Bergen?

Connecting with Ron (Roman) really helped manage the conversation and process, and he always answered our questions. It says a lot about a company when you have direct connection to the owner. With our previous phone partner, we never got a straight answer. We could never get to the person we needed to to get a solution. I know I can go to Ron if I ever had to, and that speaks volumes. I think the same thing goes with our business.

We want customers to feel like I'm personally helping them, or other stylists that are close to me are personally helping them. Like Bergen, we want to keep the sense that we're a big business but are accessible like a small business. That's really important for us. Ron's just the best. I have really appreciated him more and more. You really feel like Bergen's a champion for your business, and that's unique.

Has the Bergen solution helped you save money or increase productivity?

Absolutely. It's saved us money on expedited order fees and saved us time with our customer service agents.

Adapting to change

How did Bergen handle your orders amidst the COVID-19 pandemic?

There were moments where there were some brief delays, but Bergen always got back on track within the week. And as a brand, we understand delays happen here and there, but Bergen really stuck to their promise.

What's next for the Groomsmen Suit?

We have a huge year ahead! In April. we will be evolving the name of the company to SuitShop to be more inclusive to the wide range of customers we are already working with. Not every person is a groomsman and we are the first and only brand to carry a coordinated collection for men, women, and children. As the SuitShop, we will be able to provide suiting to everyone no matter what gender or occasion!
Additionally, over the next 12 months, we'll be introducing a new fabric that will have a little stretch and be made of recycled components. We're really excited for this next phase in our products to help reduce waste produced within the fashion industry.

> Any successful ecommerce brand considers fulfillment as one of their core competencies. We learned the hard way what can happen when you don't have a good fulfillment partner. Since making the switch to Bergen, our team has been able to focus on the important tasks that will help our business grow and our customer satisfaction has significantly improved thanks to their timely fulfillment. We could not have found a better home!" *-Diana Ganz, The Groomsman Suit*



Work with experts, scale your brand.

As our slogan goes and our successful clients show, Bergen does put order in fulfillment. Time and time again, Bergen has helped brands transition from their 3pl that didn't serve them adequately. For companies looking to scale, outsourcing fulfillment is a necessity. But are you working with the right one? Contact us to learn more about the Bergen Logistics solution.

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