

PUREKANA AND AMWARE BUILD SCALABLE FULFILLMENT SOLUTION BASED ON PERFORMANCE AND TRUST



PureKana is a wellness company that markets a variety of hemp-derived CBD products. At a time when the company was growing rapidly and even assuming order fulfillment responsibility for acquired companies, its fulfillment services partner was struggling to provide the needed support.

The provider was not meeting commitments for a same-day shipping SLA; poorly packaged shipments were triggering damage and customer complaints; systems limitations required time-consuming, manual steps to process an order; and getting responses to PureKana requests took hours, and sometimes days.

“Ultimately, a lack of trust developed,” says PureKana Operations Manager, Todd Winnie. “We needed a new fulfillment partner with very strong operational capabilities that could help us scale nationally and support our growth, not only in eCommerce but into C-stores and other retail channels.”

That search led PureKana to Amware Fulfillment, which now does the company’s national distribution from an LA-area fulfillment center.

Keys to Success

Order processing efficiency.

Processing a purchase order for a B2B sale once involved multiple steps using multiple systems. Today, PureKana’s product catalog lives on the Amware 360SM WMS system, to which salespeople have controlled access and can enter orders. From there, a collaborative workflow allows others to review and approve orders within the system – all through Amware’s online portal. The automated process eliminates back and forth emails and is 1 day faster. “The prior process was clunky and frustrating,” says Winnie. “Automating it was a huge win for us.”

Responsive communication.

A PureKana account team at Amware responds quickly to client requests. “When we need something – like an early receipt of an inbound delivery to address a backorder situation – quick action is critical,” says Winnie. “Amware people understand this and respond with urgency.”

Experience with CBD products.

Amware has several CBD clients and is familiar with the FDA and DOT regulations that apply.

Parcel savings.

Amware’s transportation analysts

evaluated PureKana’s parcel shipping profile and were able to recommend new carriers and services that reduced costs while maintaining required service levels. PureKana is also shipping under Amware’s parcel contracts to take advantage of favorable rates negotiated based on Amware’s large shipping volumes.

Results

- Happier customers based on a reduction in complaints linked to fulfillment errors
- Fewer costly returns from inaccurate or damaged orders
- Parcel cost reduction of \$.75–\$2.00/package.
- Elimination of monthly charge for order processing software that Amware’s system made unnecessary.

Winnie says the best benefit of the shift to Amware Fulfillment has been the greater sense of confidence it’s brought to the whole PureKana team – from Sales to Customer Service to Finance. “We know we can grow aggressively and expand our warehouse network nationally without worrying whether our fulfillment partner can keep up.”