



J. McLaughlin: Managing Split Shipments and moving from “return label in the box” to a Self-Service Return Experience

ABOUT THE COMPANY

J. McLaughlin was founded in 1977 by brothers Jay and Kevin with a mission to create a new American sportswear brand that offers two key components: classic clothes with current relevance and a retail environment with a neighborhood feel.

INDUSTRY : Fashion Retail

TECHNOLOGY

- Magento
 - Aptos EOM & WMS
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WESUPPLY PRODUCTS USED

- [Centralized Omnichannel Order View](#)
 - [Proactive Email & SMS Tracking Notifications.](#)
 - [Fully Branded Experience.](#)
 - [Split Shipment view.](#)
 - [Store Locator Functionality](#)
 - [Self-Service Returns](#)
 - [Return Online and Return to Store Options](#)
 - [Buy in Store Ship to Home](#)
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RESULTS

- 71.7% Notification Open Rate
- 15.1% Notification CTR
- 16.43% Return to Store

CHALLENGE

With online orders fulfilled from over 150 retail locations across the country. Their Aptos ERP system was splitting up the orders into multiple shipments, and made communication with the customer very confusing - their ERP was not built for this.

This resulted in an increase in customer service inquiries, negative feedback from their customers, and confusion for the customer. .

J. McLaughlin also wanted to offer a better online return experience and have more visibility into their returns, a problem that the “return in the box” created.

SOLUTION

WeSupply was able to develop a native integration with Aptos that enables JML's customers to track all their packages, send out automatic shipment notifications and make returns a seamless and effortless experience via the branded interface.

Now J. McLaughlin integrates all online and “buy in store ship to home” orders in one omnichannel page and displays all package statuses in one view, whether it’s shipped, delayed, in transit or delivered, along with the estimated delivery date (ETA).

This eliminated the need for customers to contact customer service about their orders, which has decreased the number of WISMO (“Where Is My Order”) contacts that they have received.

Additionally, by creating custom return logics, they are also able to provide a customer-friendly and flexible return policy during holidays, improving customer relationships during peak season.

THE BOTTOM LINE

Finding a scalable solution that allowed JML to take control of their client relationship and communication was critical for managing their online business's growth.

Now, any post-purchase contact, whether a client wants to return their goods or not, is an opportunity to strengthen brand loyalty and customer retention.

