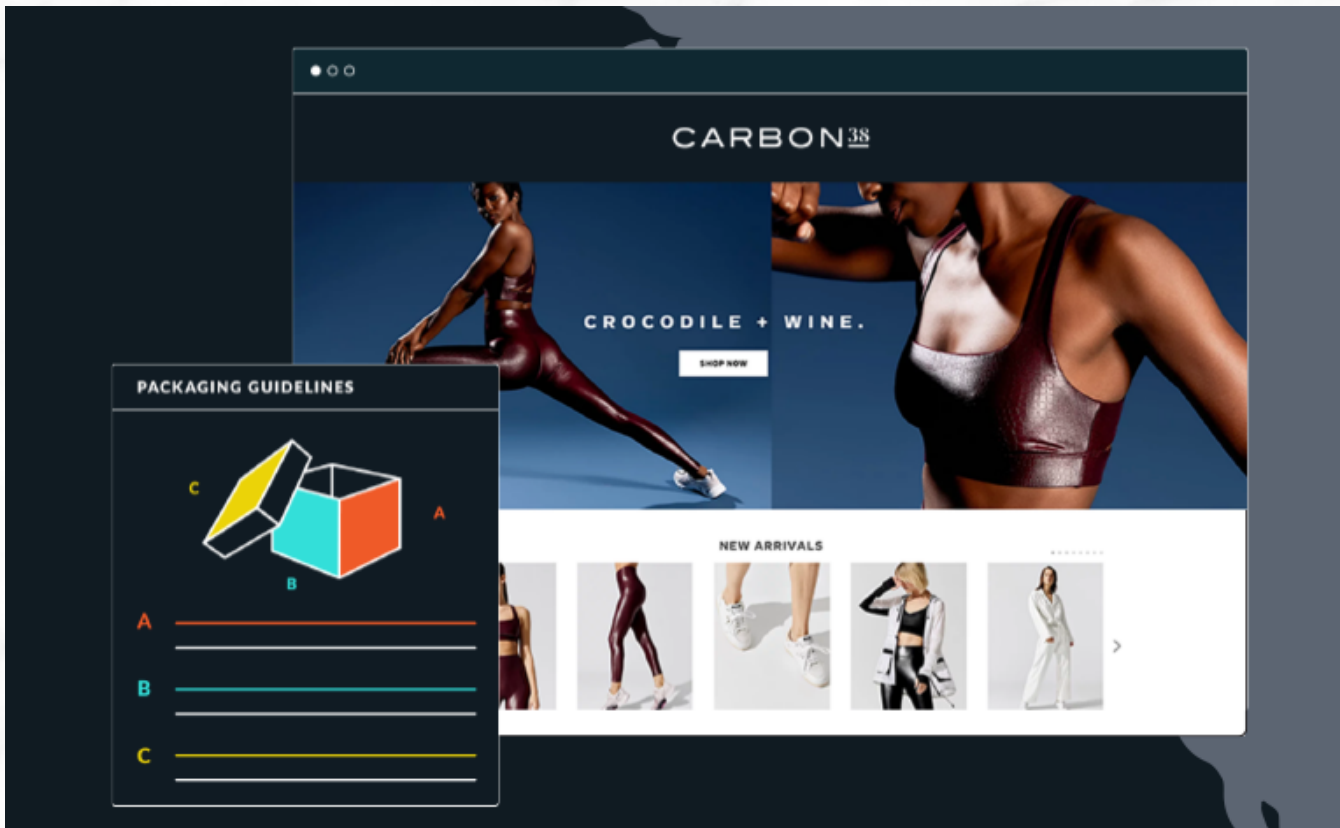


MASONHUB + CARBON₃₈

How Carbon38 Achieved a Near-Perfect Fill Rate

Carbon38's fill rate jumps to 99.98% after moving to MasonHub



Carbon38 was founded for women who want both style and performance in their wardrobes, artfully combining traditional workout wear with versatile ready-to-wear pieces from emerging labels. The thriving retailer became the first MasonHub customer, trusting the team with order management and fulfillment for over 10,000 SKUs.

Joseph Littlefield, VP Operations and Supply Chain at Carbon38, was the one to oversee the migration from the company's previous fulfillment partner. Littlefield is responsible for everything from production to the returns process, including the customer experience through each step of the buying journey—as Carbon38 transitioned their order management and fulfillment to MasonHub, they were hoping to bring greater transparency and performance to the supply chain.

Rising to Today's Retail Challenges

Today's digital native brands are in fierce competition for the mindshare of consumers who have plenty of other options to choose from. Carbon38 has established a strong presence by quickly meeting demand across multiple channels, including online, their own retail locations, and carefully-chosen partnerships. The company offers a curated selection of athleisure labels alongside its own line, focusing on supply chain efficiency and great customer service to keep shoppers coming back again.

However, Littlefield noted that their previous fulfillment provider wasn't reaching the fill rate and service levels they had agreed upon. Knowing these performance metrics could put the customer experience at risk and frustrated with the general lack of partnership, Carbon38 turned to MasonHub.

The expectations were clear: the company wanted to protect their brand through a strong packaging and unboxing experience, keep transit times and shipping rates competitive, and fill orders at the highest possible rate for their industry.

A Big Leap of Faith and a Big Payoff

With so much riding on supply chain performance, Littlefield was aware of the inherent risk in being any vendor's first customer. But his fears were put to rest once operations got underway. "I have to make sure that after all the work we've done, through the final mile, the customer has a wonderful experience," he explains. "I admit I was a little nervous, but they've been fantastic."

Carbon38 put MasonHub to the test two weeks after the migration, requiring a full wall-to-wall audit at each warehouse that took several days to complete. At the end of it, Littlefield and his team were impressed with their new fulfillment partner's

As the team began measuring MasonHub's performance, the numbers were exciting. The company's fill rate for customer orders shot to over 99.8% from 92% with their previous vendor, well within best-in-class for their industry.

"Our fulfillment rate is phenomenal compared to where we were."

- Joseph Littlefield, VP Operations & Supply Chain, Carbon38

Expert Fulfillment Meets a Visibility Platform

By taking advantage of MasonHub's expertise in fulfillment and adopting a platform that offered real-time views into orders and inventory, Carbon38 now has a unique tool for managing their supply chain. They're getting great service, but they're also more informed and in control of their fulfillment process than ever.

"MasonHub's level of engagement is amazing," says Littlefield. "They resolve issues quickly, process returns within 48 hrs—it used to be up to three or four weeks until a customer could see their return completed." Carbon38 also enjoys better shipping rates by taking advantage of MasonHub's carrier deals.

On the technology front, the company has a new level of transparency that's crucial for its ambitious plans for future growth. The Carbon38 team can quickly see the status of individual items and orders across the globe at a level of detail that's helped them keep customers updated in real time. They use the MasonHub platform daily to track every inventory as it moves along the outbound supply chain.

Happier Customers, Big Opportunities

Now that Carbon38 is filling nearly every order for their customers, they've seen a dramatic reduction in customer contacts. Their confidence in day-to-day fulfillment operations makes it easier to run promotions, execute major sales without a hitch, and meet fluctuating seasonal demand.

"MasonHub has been extremely helpful," says Littlefield. "They scale fast and scale well." Together Carbon38 and MasonHub recently beat the brand's daily revenue record, thanks to a well-executed sale on short notice. The MasonHub team adapts quickly to new fulfillment requirements as Carbon38 expands into new markets and product lines.

The Carbon38 team is confident in their plans for the future. They plan to expand into the wellness market, for example, which will call for more adjustments in the way MasonHub works with the company's inventory.

Littlefield isn't worried. "With all the changes we've made," he says, "MasonHub hasn't missed a beat."

"I would highly recommend MasonHub to anyone."

- Joseph Littlefield, VP Operations &
Supply Chain, Carbon38