CASE STUDY

THE CLIENT

As the only band to ever play on all seven continents, Rock & Roll Hall of Fame band Metallica recently celebrated their 40th anniversary and continue to tour all over the world. The band stays engaged with their fans on social media and through their website, metallica.com, with frequent new merchandise drops, music and video releases as well as offering a subscription for quarterly new vinyl singles.

OVERVIEW

Metallica's unique combination of business needs made it difficult to use any out of the box OMS module. For example, their product catalog included digital items requiring specific inventory rules and product fulfilment workflows. Their existing OMS was fitted with many inefficient customizations that were difficult to maintain and hindered functionality and growth.

With ever-changing fulfilment dates, a constant stream of new products with unique needs, and an international customer-base, the business required flexibility. The many rigid rules of the existing OMS made it difficult to manage their pre-order and backorder product flows creating customer service issues. The workflow of return product / exchange options was driven through external jobs which wasn't intuitive or effective. There were many workarounds needed to operate within the existing OMS leading to reporting issues downstream.

Overall, the OMS was limiting what the business could do. When the existing OMS module could not support the business' newest venture, subscriptions, Metallica invested in a third-party subscription tool that did not integrate well with their site or downstream fulfilment.

The need to have an improved and enhanced solution was paramount; an end-to-end automation solution that would effectively help to manage and maintain all orders including order tracking history, subscriptions, and purchasing details was necessary for their database of dedicated fans.

APPROACH

The interaction started with the successful implementation of TWMS as a system to tackle their warehouse management operations, order, data processing and inventory management, all captured from Salesforce B2C Commerce Cloud. Simultaneously building complex capabilities like bulk printing of pack sheets and labels, print automation with custom configurations all led to minimizing the fulfilment time.

The benefits of TWMS were quickly realized, so Metallica decided to implement the full suite of Tejas products - TOMS and MyPO Manager solutions.

TOMS (Tejas Order Management Software)

TOMS having already many (OOB) functionalities, was integrated with expansive pre-order / backorder settings and handling. This enabled Metallica to control the way products are fulfilled and reported to their downstream financial and sales tax systems.

A customized dashboard was built to help operations manage their subscription SKU's delivery dates and control the renewal of subscriptions. This provided maximum flexibility in managing data and allowed them to embrace a defined subscription management module. Not only was it easy to use, but it also helped uplift customer loyalty and boost customer lifetime value.

Every business strives for 100% customer satisfaction. With this in mind, Tejas also created a return / exchange module in TOMS for supporting the business operations in these two areas. This added more flexibility and productivity, further boosting the efficiency of for the customer service team.

RESULTS

90%
reduction in manual intervention

60%
increase in order processing over the holidays

95%
team's quick response time is the best in the business!

"Not only do we have an OMS that finally supports our unique business needs, we have true technology partners who listened to what we were trying to accomplish and delivered what we needed. The result is a flexible, scalable tool we are comfortable operating and an invaluable relationship with partners who support the tool and our business."

– Audrey Prieto | Met Club, Head of Digital

CONCLUSION

- Ease and flexibility with search, filtering and reporting in TOMS and TWMS.
- Accurate order status across the site helping in order visibility and management using TOMS and TWMS.
- Customized solution specific for their organization's needs.
- Automatic scheduled processes to read the records, create subscription orders, and shipment records any time to handle their unique subscription process.
- Multi-country, Multitaxonomy features enabled applications to US, CA, EU, UK.
- Seamless operational efficiency, control, and a dynamic dashboard providing real time data with customized reporting capability.

Tejas Fulfillment Made Easy

Toms Order Management System

myPOmanager

Twms Warehouse Management System