

WILD REPUBLIC | CASE STUDY / 2023

## GAINING ECONOMICAL INSIGHTS TO OPTIMIZE SPEND, INCREASE COST SAVINGS

Real-time communication and coordination with Jarrett gives time back to Wild Republic teams, unlocks more confident decision-making.

### CUSTOMER

Wild Republic has created and delivered an expansive collection of nature-related toys and gifts to customers since 1979. Headquartered in Independence, Ohio, the company has offices worldwide with international distribution, serving zoos, museums, aquariums, and retailers.

### OVERVIEW

100% of Wild Republic's product comes from overseas, with coordination across containers, freight forwarders, rail, and trucks to deliver the product from its seven factories in India to its headquarters in Independence, Ohio. Nearly 60% of their operation is LTL, and 40% is parcel.

### KEY SUPPLY CHAIN ISSUES

Wild Republic needed more visibility into its LTL operation, compounded by delayed responses from its logistics provider.

### EVALUATION PROCESS

#### Easy Implementation

Implementing Jarrett into Wild Republic's technology stack felt like "the flip of a switch" and was easy to navigate for technical and non-technical roles.

#### Cost Savings

Since implementing Jarrett, the Wild Republic team can look at multiple carriers with different associated costs. This helped optimize spend across carriers and for customers, resulting in \$50,000 in savings in the first year of the partnership.

#### Greater Visibility

Jarrett's quarterly business reports have increased overall operational visibility for Wild Republic, allowing them to understand better where opportunities lie to optimize spending and increase cost savings.

#### Improved Communication

Wild Republic currently communicates with Jarrett through their JShip platform, and most of their customer communication happens via EDI within their customer portal, where they can share details about when a shipment has shipped and when it will be delivered.

#### Expedited Claims Process

Wild Republic's customer service department used to manage claims, often taking hours and hours to sort out a single dispute. The Jarrett team now works and resolves claims, giving the Wild Republic customer service team time to focus on higher-value items.

#### Hands-on Customer Service

Wild Republic knows their calls to Jarrett will be answered in three rings or less, and that they'll be connected with someone who can provide an answer or find an answer for them quickly.

"Whether you are a multibillion-dollar company or a \$100-million-dollar company, they treat everyone with the same level of care and support."

Janene Holmes

Director of Sales Strategy, Wild Republic



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