



CASE STUDY

How OceanX Helped Madison Reed Achieve 100% Order Accuracy

MADISONREED®



THE CLIENT

Madison Reed

Madison Reed is a prestigious, direct-to-consumer hair color brand, providing customers with luxurious hair color made with salon-quality ingredients. Madison Reed partners with honest and transparent hair color manufacturers in Italy — all operating under strict EU regulations — to formulate a collection of professional, high-performance hair color and care products.

Founded on the belief that a confident woman is a beautiful woman, Madison Reed makes it their mission to ensure every woman has access to products that will help them feel confident about their hair.

To help customers choose the perfect shade of hair color, Madison-Reed utilizes proprietary color-matching technology and a team of professional, on-call colorists to serve their customers. Once the perfect color is selected, a package containing everything customers need to color their hair at home is delivered to their front door.

THE CHALLENGE

Customers Need the Right Color Delivered, 100% of the Time

Madison Reed has seen a dramatic increase in sales and subscriptions. With thousands of customers ordering hair color on Madison Reed's website, the need to deliver all orders accurately and on time became a challenge.

To ensure Madison Reed could fulfill their online orders quickly, efficiently, and accurately, they partnered with OceanX, a 3PL that specializes in helping beauty and wellness brands scale fulfillment operations.

OceanX, the best-in-class fulfillment partner, takes pride in achieving 99.8%+ order accuracy. However, with Madison Reed's promise to help all women feel confident about their hair, there is no room for error. 100% order accuracy became the new requirement, and OceanX was determined to implement a solution that would ensure that this level of perfection was achieved.



THE SOLUTION

Remove Human Error with Technology

In the short term, OceanX placed human quality inspectors at the end of the fulfillment line to manually inspect and ensure 100% order accuracy, every time. Of course, even the most well-intentioned inspectors could still leave room for human error, so in addition to implementing employees working as quality inspectors, OceanX began to field test a new scanning technology to ensure quality inspection was 100% accurate, 100% of the time.

To solve the order accuracy issue with smart technology, OceanX incorporated two barcode readers at the end of the order fulfillment line. Now, as a Madison Reed package exits the pick-to-light picking zone, it enters the “scanning section” of the fulfillment line, where this innovative scanning technology scans two barcodes to ensure order accuracy; one being the order ID on the side of the box and the other being the dye box barcode.

If the scanning technology identifies the wrong dye SKU has been picked, the system sets off a sound alarm, and the order is redirected to another part of the line for mandatory manual correction.

Within two days of “going live” with this new scanning technology, OceanX recorded the following:



10k+ Madison-Reed orders were processed.



4.27% Packages were redirected for mandatory manual correction

- Of these, .4% orders were identified as having the wrong color picked.
- The other 99.6% orders were redirected due to the scanner not being able to read the barcode.



OceanX achieved 100% Post-Scan order accuracy.



As Madison Reed continues to grow, the expectation of maintaining 100% order accuracy will remain. With OceanX's new order accuracy technology in place, the team can recreate the solution on multiple lines to ensure this high level of quality will always scale to match Madison Reed's order volume.



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could be the right
solution for you?

Learn more what OceanX has to offer

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