

IN A CRISIS, KENDRA SCOTT PIVOTS TO SHIP-FROM-STORE CAPABILITIES

with Manhattan

OPERATIONS

U.S. retail locations and online deliveries to 175 countries

MANHATTAN SOLUTIONS

Manhattan Active® Omni with Manhattan Enterprise Order Management and Store Order Fulfillment



KENDRA SCOTT



CHALLENGE

Measures to contain COVID-19 led to Kendra Scott's retail stores being shut down with its primary distribution centre reduced to minimum basic operations.

SOLUTION

To greater enable a continuation of sales and leverage in-store inventory, Manhattan implemented ship-from-store capabilities in a matter of days and followed up with curbside.

PROGRESS & RESULT

The new capability has been successful in facilitating the company's sales and philanthropic efforts throughout the pandemic.

"Recent events have changed the nature of retail forever. We believe that by putting our customers' needs first we will be more successful."

TOM NOLAN, PRESIDENT AT KENDRA SCOTT

KENDRA SCOTT AND MANHATTAN

A NEW CAPABILITY FOR A NEW REALITY

Kendra Scott is a leading fashion accessories brand based in Austin, Texas. Normally, the retailer sells directly from its website, in more than 100 U.S. retail locations and in premier retailers like Nieman Marcus, Nordstrom, Bloomingdale's, Von Maur and over 600 specialty boutiques. The COVID-19 pandemic hit Kendra Scott just as it did virtually every other retailer. Shelter-at-home orders and social distancing measures shuttered all its stores, and the main DC in Austin, Texas was limited to minimum basic operations. Though some inventory was rerouted to a 3PL in another state, capacity was severely hampered.



Manhattan Associates was already a partner to Kendra Scott, helping the company keep up with growth through its Manhattan Order Management System (OMS). As the crisis deepened, the retailer reached out once again. Though omnichannel capabilities were not planned for a year, the Manhattan team got to work implementing Manhattan Store Order Fulfillment.

Normally, customers can take months on similar projects. In the case of Kendra Scott – working 100% remotely – it took just one day for Manhattan to configure the environment. It took one more day for the retailer to make the necessary programming changes in its systems. The next four days we spent testing the technology to ensure everything worked as expected. After just six working days Kendra Scott was able to start leveraging stores to fulfil ecommerce orders.

Manhattan's intuitive interface has allowed store associates to quickly start fulfilling orders while following health and safety measures as advised by the CDC. Since the time the technology has been turned on, 13 stores have shipped more than 95 percent of allotted capacity without any problems. Store sales, which had been severely restricted, began opening back up.

"Thanks to this effort, inventory in our stores, distribution centre and our 3PL are now connected. We've successfully hosted hundreds of virtual Kendra Gives Back Events and have launched curbside pickup as well."

TOM NOLAN, PRESIDENT AT KENDRA SCOTT

Activating the ability to ship from stores also enabled Kendra Scott to reshape its philanthropic efforts. The company has always been devoted to philanthropy through its Kendra Gives Back program. But normally, that entailed hosting in-store events and donating physical inventory. Since those were impossible during the outbreak, ship from store provided one more resource to keep supporting supporting worthy causes and communities virtually. Instead of donations in person, assigned ecommerce coupon codes allowed Kendra Scott to continue one of its essential corporate missions.

With the success of ship-from-store efforts, Kendra Scott and Manhattan quickly collaborated on curbside pickup capabilities as well. As retail gradually opens back up, the company will be able to take advantage of every opportunity to service its customers. And whatever the new normal is when the crisis ends, Manhattan's omnichannel solutions will help ensure that Kendra Scott shines.

