

Peak **Success:**

The Story of an Athleisure Brand's
Peak Season Win with Veho

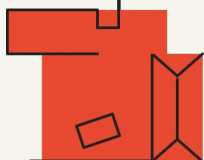
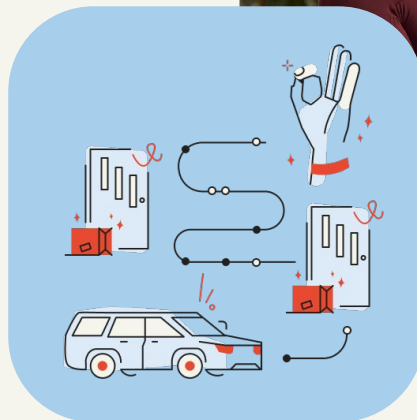


Table of Contents:



01 Understanding the Peak Season Challenge

02 Selecting a Logistics Partner for Peak Season

03 Conclusion: A Successful Model for Peak Season Strategy



Understanding the Peak Season Challenge



In June 2023, a leading U.S. athleisure brand faced the challenge of preparing for the upcoming peak season. This two-month season, known for capturing over 30% of annual retail revenue, is a critical moment for brands to **solidify their market presence and create lasting customer relationships**.

This athleisure brand wanted to get ahead of the curve and expand their delivery partners to fuel their growth. They aimed to not only meet but *exceed* customer expectations, while preparing for order surges and keep costs manageable. Their strategy focused on several key areas:

1. Scalability for order surges

The brand prepared for increased customer orders with a focus on scalability to ensure on-time delivery (OTD). They recognized the importance of OTD during peak season, as it directly impacts customer satisfaction, brand reliability, and repeat purchases.

2. Cost-effectiveness

The brand was also focused on striking a balance between offering quality service and maintaining cost-effectiveness. Expanding their network of delivery partners was a strategic move to optimize operational costs while ensuring the service quality remained high for their consumers.

3. A responsive, client-centric partner

The brand sought to partner with a delivery service known for its exceptional client-centric approach, with a higher level of responsiveness, even during the busiest season of the year.

The integration of a delivery partner like Veho is a strategic move, implemented to propel overall business growth. It underscores a brand's dedication to not just meet but exceed customer expectations, ensuring a seamless and superior customer experience.

Selecting a Logistics Partner for Peak Season



In their quest to optimize peak season performance, the athleisure brand recognized the need for a logistics partner that could not only manage high-volume demands, but also align with their customer-first philosophy. This led them to Veho, a choice that brought transformative changes to their peak season strategy and performance.

◆ **Leveraging Veho's Flexible Partner Driver Model for Delivery** ◆ **Unmatched Performance**

The athleisure brand's peak season success was made possible by Veho's flexible gig driver model. This system, relying on a network of independent drivers, provided the necessary agility to adapt to fluctuating order volumes. It proved especially effective in maintaining consistent on-time deliveries across various regions (over 99%, which is unmatched in the logistics industry), even during unexpected surges and higher-than-anticipated order loads.

◆ **Prioritizing Client-Centric Communication** ◆

Understanding the unpredictability of peak season, Veho's emphasis on client-centric communication played a vital role in the partnership's success. Regular updates and daily standups ensured that both Veho and the athleisure brand were aligned and prepared to quickly address any logistical challenges. This commitment to open, real-time communication solidified the success of the partnership, and contributed to maintaining an industry-leading on-time delivery and pickup rate.

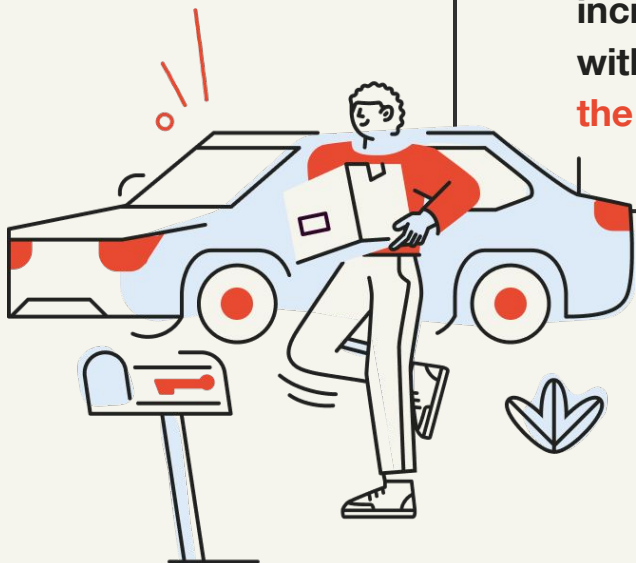
Selecting a Logistics Partner for Peak Season

Growth and Market Expansion

The strategic partnership with Veho yielded significant growth and market expansion for the athleisure brand. During the peak season, Veho successfully managed the increased volume and seized the opportunity to extend their market presence. By the end of peak, the brand confidently doubled its annual volume commitments with Veho. Beyond the peak season, the brand expanded into new territories, including the Midwest and Southwest, achieving a remarkable 66% increase in market coverage within the first six months of the partnership.

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Conclusion: A Successful Model for Peak Season Strategy

This **best-in-class partnership between the athleisure brand and Veho** highlights the importance of early strategic planning and the power in choosing the right logistics partner. Veho's flexible driver model was crucial in managing the high volume of orders, and was complemented by their strong focus on customer communication—which helped both parties swiftly tackle any logistical issues.

The brand chose to double their annual shipment volume with Veho and increase their coverage with Veho by 66% within the first six months of partnership.

The partnership between Veho and the athleisure brand serves as a blueprint for thriving in a demanding retail landscape. By prioritizing **strategic planning, customer-centric logistics, and adaptive solutions**, retail brands can transformed seasonal challenges into significant growth and market expansion.



Interested in transforming your peak shipping experience?

Contact us today:

Bestdeliveries@shipveho.com

Let Veho be your partner in success during this (and the next, and the next...) peak season.

“ We believe Veho has the future of the delivery experience figured out.”

- **Bill Seward**, Director Transportation & Logistics at Saks Fifth Avenue

