

# BARBEQUES GALORE



## CASE STUDY

**Barbeques Galore reduces shipping costs, increases revenue and transforms customer experience.**

fluentcommerce

amblique



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Barbeques Galore has been supplying Australians with high-quality barbecues since 1977. With more than 90 stores throughout Australia, Barbeques Galore lead the market in Barbeque retailing today. Plus, they now also specialize in outdoor furniture and heating.

In 2020, Barbeques Galore made the decision to implement the Fluent Order Management platform by partnering with Amblique. Since then they have:

- Rolled out Fluent Order Management across all stores
- Reduced order processing time by 49%
- Reduced orders fulfilled by DC by 12%, increasing CX and decreasing cost
- Reduced shipping dispatch times by 32%.

### **The Challenge**

Before Fluent Order Management was implemented by their digital agency Amblique, Barbeques Galore was faced with high shipping costs, supply chain disruption and low stock visibility. This was impacting the customer experience. And it hampered the business's ability to fulfill orders in a reasonable timeframe.

To deliver a better, more engaging shopping experience for customers, the team decided to invest in its digital capability.

Nathan Simmons, Head of Omni-channel at Barbeques Galore explains: "There were three core areas that we needed help with:

1. Having near real-time visibility of inventory in our stores and other locations
2. A full view of customer online and in-store orders
3. Improvement to the fulfillment of our orders.

We needed to be much more efficient in the way we were getting our orders out to customers. This was important for both our order fulfillment to be profitable and for our customers to receive the service they expect."

### **The Solution**

In July 2020, despite the project having to stop and start due to various COVID-19 restrictions, Barbeques Galore, alongside their integration partner Amblique, successfully rolled out Fluent Order Management across their stores and online.



### ***Improved Fulfillment Efficiency***

Fluent Order Management now provides Barbeques Galore with near real-time inventory reporting. The team can see exactly where their stock is. This means they can ensure products get to customers in the most efficient way.

Barbeques Galore team members can see customer orders at every stage of the fulfillment process. Whether they enquire over the phone, in-store or online, they are all in one place. Also, the pick-and-pack process of getting products out to customers from stores is now automated and far more efficient.

### ***Accurate Inventory Visibility***

One issue many retailers were struggling with in 2022 was a post-pandemic pile-up of inventory. The changing demand for products and supply chain disruption has left retailers with too much stock. Since the implementation of Fluent Order Management, Barbeques Galore has reduced its excess inventory levels by 30%.

"Since our implementation of Fluent Order Management in the middle of 2020, we have much better visibility of our stock. In the past, our team members in stores would be making decisions based on inventory lists that were out of date. They couldn't see what products were available which meant it was much safer to order the product in. Often, we'd already have that product in one of our warehouses, but the store staff just didn't know," explained Simmons.

### ***Reduced Shipping Costs***

Shipping costs have risen in recent years, so this was another area that the Barbeques Galore team were keen to address.

"Barbeques are bulky items. They're heavy. They cost money to move around the country. Since implementing Fluent Order Management, our time to process orders has decreased by 49%. Shipping to customers from their local stores and not relying on stock in the warehouse is much more efficient. It also reduces items being shipped interstate." says Simmons.



### ***Improved Customer Experience***

It is not only the Barbeques Galore team that benefits from an accurate view of inventory, their customers do too. Today customers can see exactly what stock is available to them and where, on the website. They can search for items and have them delivered to their home or pick them up from a store. This helps customers in store as well. If an item is unavailable in their local store, they can have the item shipped to their home or to their local store for pick up.

Previously, customers could expect to wait five days before they received their order. Now customers receive much more accurate ETA information, so they know exactly when their goods will arrive. “This is a much better experience for the customer as they know if and when they will receive their item. This means that they’re more likely to buy from us. Accessing stock in-store or online means they are less likely to go and search for similar products from our competitors,” adds Simmons.

### ***Increased Sales***

Barbeques Galore rolled out Fluent Order Management in a staged approach. They started with inventory and saw results immediately. “The stores that had implemented Fluent Order Management and had their actual inventory linked to the new website experienced a significant increase in conversions. We saw an increase in eCommerce conversion rates practically overnight and a visible improvement to our Net Promoter Score,” says Simmons.

### ***Additional Revenue Streams***

The integration of Fluent Order Management with Salesforce Commerce Cloud was completed by the digital agency Amblique. This has enabled Barbeques Galore to explore extra revenue streams such as dropshipping. It has also prompted the business to introduce a new third-party marketplace strategy.

Having accurate inventory visibility across all locations has made it much easier for Barbeques Galore to sell their products on marketplaces. Plus, they can now offer complementary products to customers, which can be fulfilled via Drop Ship Vendors.



"The ability to sell our products outside our own stores and website has been a game changer for us. We can experiment with different amounts and locations. This is something we couldn't do before. Our new eCommerce platform has enabled us to adapt to what our customers want, when they want it and regardless of the way they shop with us. This opened up new revenue streams and helped us reach new audiences," said Simmons.

## The Future

Following the success of their national rollout, Barbeques Galore is bringing the solution to its franchise stores. Fluent Order Management will go live in 30 franchise stores by the middle of 2024. The company is also focused on optimizing key areas of the franchise stores including the store pick-and-pack experience to further increase efficiencies.

"We want to continue to improve the customer experience and focus on last-mile delivery. We've also partnered with Shippit and want to provide our customers with a choice of service levels. For example, if they want an item fast, they can pay to have their order prioritized," explains Simmons.

Fluent Store, designed to manage pick, pack, shipping, pickup and returns wherever retailers store stock has been rolled out across all stores and has helped them increase staff productivity, reduce training time, order errors, and increase pick and pack efficiency.

Fluent Store allows for the configuration of a custom pick and pack process. This is crucial, as most retailers and brands know that there is no 'one size fits all' approach to store fulfillment. Fluent Store is the only in-store, pick-and-pack application designed to be adapted to each unique business while simultaneously allowing sellers to meet and exceed customer expectations.

"We're already getting positive feedback from our staff, saying it is taking them much less time to manage and process customer orders. That time can be spent with customers 'in-store' to help them choose the right product and answer any questions they may have," says Simmons.

"The success of this project and all subsequent enhancements we've made to Fluent Order Management speaks for itself. We continue to trust Fluent Commerce and our partner Amblique in designing and building tailored and robust solutions to address our business's needs today and into the future," added Simmons.



## About Fluent Commerce

Fluent Commerce is a global software company focused on inventory availability data management at scale and distributed order management (DOM) for commerce. Both B2C and B2B organizations rely on their cloud native, highly flexible, and fully scalable solutions to transform fulfillment complexity into a competitive advantage. Fluent Order Management provides accurate, real-time inventory availability across all locations, order orchestration, fulfillment optimization, fulfillment location management, in-store pick and pack, customer service, and reporting. This enables retailers, brands, and B2B organizations to ensure they never oversell or undersell and to deliver their orders profitably every time.

Fluent Commerce works with organizations such as JD Sports, L'Oréal, Prada Group, Aldo, LVMH, Dulux and Kingfisher. For more information visit [fluentcommerce.com](http://fluentcommerce.com)

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## About Amblique

Amblique is Australia's largest privately owned digital commerce consultancy focused on Salesforce Commerce Cloud (SFCC), BigCommerce and Fluent Commerce. Amblique provides retail strategy, eCommerce platform implementation and optimisation services to a broad range of clients in the Asia Pacific region. We work with retailers and brand owners to deliver a consistent and engaging brand experience across all channels. Established in 1999, Amblique has the benefit of experience. Our team of digital commerce professionals have delivered global solutions for clients including Rodd & Gunn, General Pants, Seed Heritage, Michael Hill International, Supercheap Auto, and T2 Tea. Consistently outperforming market growth rates by 3 times, Amblique Clients SELL MORE. [www.amblique.com](http://www.amblique.com)

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