Psycho Bunny reduces split shipments with Fluent Order Management and Pivotree

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The Organization

Psycho Bunny was founded in 2005 with an eye towards perfecting the polo. Psycho Bunny reinvents classic menswear styles by combining an uncompromising commitment to quality in everything they do with an unconventional logo, vibrant colors and unexpected detailing.

The brand has grown from just polos to tees, French terry fleece, technical outerwear and more. Alongside product growth, Psycho Bunny has continued to expand their store footprint from Canada into the United States. Additionally, they have proceeded to increase their presence through globally-recognized retailers via the wholesale arm of their business. Along with 64 stores and counting—with a goal of 80 stores by the end of the year—Psycho Bunny also doubled down on their online presence and ecommerce sales.

The Challenge

Psycho Bunny was seeing great success, with a hyper-controlled expansion that far exceeded expectations—overtaking their old tech stack's growth significantly.

"We were going from 20 stores that the old OMS was struggling to operate with, and had growth plans to open 50 by the end of the year," noted Monica Provenza, Director, Omnichannel & Experience at Psycho Bunny. Their OMS at the time was struggling to keep up with their current and projected growth. And at the same time, Psycho Bunny's ecommerce business was exploding, seeing a double digit increase in online sales. However, they could not enable any omnichannel capabilities with their current solution.

"Being a part of a company that grew so fast and is still in hyper growth, we needed omnichannel, scalable, and robust capabilities from an OMS," said Provenza. Plus,

real-time inventory data visibility across all their locations was critical, "there were so many steps where things had been missed, and inventory showing up was not accurate," added Provenza.

And the impact on CX was clear. Customers were experiencing canceled orders—with an almost 10% order cancellation rate—and too many short shipments. Plus, due to inaccurate inventory, there were needless split shipments. Psycho Bunny was feeling the pain of an outdated tech stack. To add to it, a large amount of orders were having to be refunded.

How could Psycho Bunny realize their future goals if their current solution was already cracking under pressure? And how could they scale up when their solutions were not made for it?

The Solution

Psycho Bunny chose to do a full digital transformation, with plans to replace their OMS, warehouse management system (WMS), commerce (Shopfiy) and more. And thanks to the visionary leadership of Psycho Bunny's VP of Digital Technology, IT and Logistics, Jean-Aymeri de Magistris, the company has been able to realize the full potential of their current tech stack.

When it came to a new OMS, Fluent Order Management stood out as the solution their business needed for a multitude of reasons:

✓ Flexible platform and cloud-native scalability

✓ Ability to tailor sourcing logic and tier that logic

✓ Support the omnichannel processes and capabilities they required

✓ Manage both the retail and wholesale needs of the business within one solution

✓ Display real-time inventory data across all locations and systems

✓ Ability to easily integrate with other systems and allow the business to be creative

"Fluent was different from every OMS out there," noted Monica Provenza, Director, Omnichannel & Experience at Psycho Bunny." The flexibility, and the fact that I know any crazy idea I have I can go to my partner and Fluent can do it," made Fluent an easy choice, she added.

The Rollout

Psycho Bunny chose an MVP approach with an ambitious implementation goal and go-live deadline of only four months from start to finish. They identified Pivotree as the partner to advise and implement Fluent Order Management. Psycho Bunny started with implementing Home Delivery, Global Inventory and Order Orchestration and successfully went live in late October 2022. "This was one of the quickest implementations I have ever seen," said Monica. At only 14 weeks from start to finish. "We launched a new OMS when everyone else was in code freeze in November and went live with omnichannel 2 weeks before Black Friday," she added. Psycho Bunny had the confidence that Pivotree, Fluent Commerce and their team of experts positioned them for success.

> **"Our achievement of the 2022 revenue targets would not have been possible if we had not launched Fluent before the Black Friday and Cyber Monday events."**
>
> Monica Provenza,
> *Director, Omnichannel & Experience | Psycho Bunny*

Results

Thanks to the healthy contribution of omnichannel fulfillment, Psycho Bunny was able to close the gap and hit their revenue targets for the year. Other results include:

- **30% in incremental revenue** attributed to the enablement of omnichannel fulfillment with Fluent Order Management.

- **100% store or 3PL fulfillment** during inventory count periods. Fluent Order Management allows Psycho Bunny to quickly switch fulfillment logic on or off without any downsides or interruptions to order fulfillment.

- **Faster shipping speeds.** Orders now take an average of 4 days vs. 6 days to arrive to customers, with some scenarios down to only 1.5 days thanks to improved sourcing logic.

- **Reduction in short shipments** thanks to the overall improvements, with a decrease from 30% to just 2%.

- **Opened 20 new stores** in the same month that Fluent Order Management went live, increasing the number of stores from 20 to 50 by year's end.

- **Reduction in manual processes.** Prior to Fluent Order Management, if an order was canceled but the product was actually in stock, the customer service (CS) team went through a manual process to re-enter those orders. Thanks to Fluent, this process is now automatic, freeing up time for the CS team.

- **Reduction in split shipments** from 35-40% at the beginning of 2022, down to 17%.

33%
reduction in average time to deliver

93%
reduction in short shipments

50%+
reduction in split shipments

As Psycho Bunny gears up for more growth, the next phase of MVP is implementing Click & Collect / Buy Online Pickup In-Store (BOPIS) with Fluent Order Management to further elevate the customer experience.

To ensure the organization continues to stay on top of their OMS KPIs and service levels Psycho Bunny leverages Pivotree™ Control Tower, an integrated data analytics tool that empowers customers with full operational and technical insights capability.

> **"Fluent is the system that can adapt to our company's needs—not us adapting to their technology."**
>
> Monica Provenza,
> *Director, Omnichannel & Experience | Psycho Bunny*

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