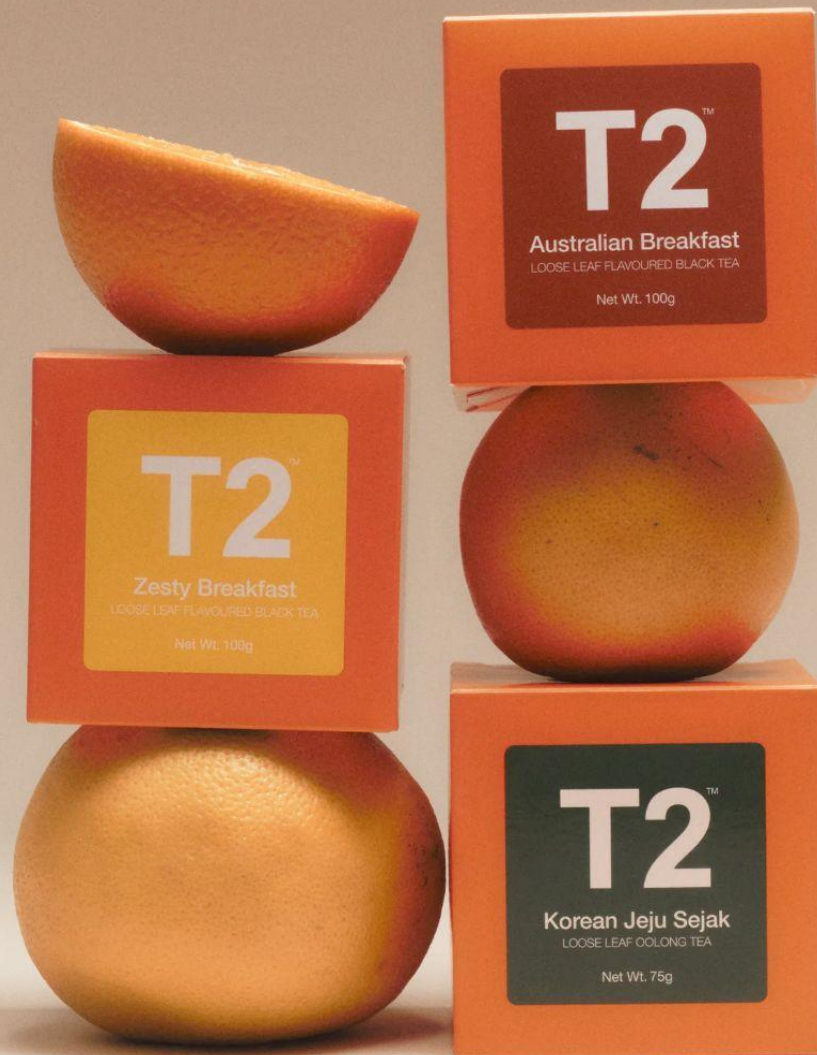


**T2™**



## CASE STUDY

# T2 Brews a Better Fulfillment Strategy: Built for Speed, Scale, and Customer Delight

Using their ERP system for order management hurt T2's customer experience and cost them in more ways than one. Since partnering with Fluent Commerce, Amblique, and Shippit, T2 has seen reduced delivery times, lower shipping costs, and enhanced customer experience.

Read the full story:

### Key Results:

- Reduced delivery times by 65% (from 5-6 days to 1-2 days).
- Lowered shipping costs by 50%.
- Faster deliveries meant fewer WISMO calls, leading to a 60% reduction in customer service headcount.
- Enhanced customer experience with faster deliveries and accurate real-time inventory.
- Improved operational efficiencies by using their stores as fulfillment centers. This in turn:
  - Cut their need for extra Distribution Center (DC) stock
  - Reduced damaged products

## Company Background: An Australian Tea Retailer with a Global Vision to Turn the World of Tea on Its Head

Founded in Melbourne in 1996, T2 Tea began as a bold challenger to traditional tea culture, bringing vibrant blends, immersive store experiences, and a modern approach to a centuries-old ritual. Over nearly three decades, T2 has grown from a single boutique to a global brand with more than 60 stores across Australia, New Zealand and Asia. With a commitment to innovation, sustainability, and premium ingredients, T2 continues to reimagine the way people connect over tea—one brew at a time.



## Challenge: Legacy Systems Holding Back Fulfillment Flexibility

Before engaging with Fluent Commerce, Shippit, and Amblique, T2 used its ERP system for order management, fulfillment, and delivery. This approach wasn't meeting their business or customers' needs and led to many issues:

- High shipping costs with fulfillment from only one Distribution Center (DC)
- Lengthy delivery times leading to a poor customer experience
- High total cost of ownership (TCO) to maintain, innovate and customize their current system (ERP)
- Pain from COVID-19 with store closures. T2 had to find a way to use their store network for fulfillment

"ERP is great—but it has limits. We needed the flexibility to scale ship-from-store, enable point-to-point delivery, and respond faster to change. We couldn't do that with ERP alone," said Cameron Jackson, Head of Digital at T2.

These challenges created an urgent need. T2 needed a sturdier and more flexible, future-proof order management solution, as well as an enterprise-grade, multi-carrier shipping platform to support their shipping and delivery needs. They needed to streamline their operations, reduce costs, and significantly improve customer satisfaction. This is where Fluent Commerce, Shippit, and Amblique came into play.

## Solution: T2 Transforms Fulfillment with Fluent Commerce, Shippit, and Amblique

T2 partnered with Fluent Commerce, Shippit, and Amblique to upgrade their fulfillment and delivery process.



They needed a comprehensive Distributed Order Management System (DOM), a Commerce Delivery Platform, and a partner who could implement these so they could deliver:

- Omnichannel fulfillment to enable ship from store to fulfill orders from any location (not just their DC)
- Real-time view of inventory for both their online and in-store stock and activity
- Advanced sourcing logic to fulfill orders from specific locations when needed
- Carrier integration to enable multiple carrier options
- Enhanced tracking visibility with branded tracking and SMS notifications

T2 had clear business objectives:

- **Enhanced Customer Experience:** Deliver faster, more accurate service to customers.
- **Fulfillment of Customer Promise:** Ensure reliability and satisfaction.
- **Faster and More Efficient Shipping:** Reduce delivery times and shipping costs.

T2 did it all and more with Fluent Commerce's Order Management System, Shippit's Commerce Delivery Platform, and leveraging Amblique's implementation expertise. They successfully reduced delivery times, lowered shipping costs, and boosted customer satisfaction. The real-time inventory view and advanced sourcing logic optimized T2's fulfillment. This made their operations more efficient and scalable.



“At the outset, our goal was simple: deliver a faster, more consistent experience for our customers, without driving up costs. We wanted the flexibility to scale fulfillment, reduce reliance on our DC, and avoid unnecessary interstate shipping. Fluent gave us the control, visibility, and agility we needed to meet rising expectations while improving operational efficiency. But it wasn't just about cost—it was about creating a smarter, more resilient fulfillment model that could grow with us.”

— **Cameron Jackson**, *Head of Digital, T2 Tea*

## Results: Fast Implementation, Reduced Costs, Delighted Customers

T2 has seen huge success with the combined efforts of Amblique, Shippit, and Fluent Commerce.

### Impacts include:

- Reduced delivery times by 65% (from 5-6 days to 1-2 days).
- Lowered shipping costs by 50%.
- Faster deliveries led to less WISMO calls and therefore a 60% reduction in customer service call centre headcount.
- Enhanced customer experience with faster deliveries and accurate real-time inventory.
- Improved operational efficiencies by using their stores as fulfillment centers. This in turn:
  - Cut their need for extra Distribution Center (DC) stock
  - Reduced damaged products.
- Implemented in just 20 weeks.



“For us, Fluent Order Management has been a game changer. It gives us the flexibility to shift fulfillment between stores and Distribution Centres, based on changing business priorities. We can adapt quickly and still hit our KPIs. Also being able to leverage Fluent’s connectors, and also their knowledge, allowed us to quickly implement a project within just 20 weeks.”

— **Cameron Jackson**, *Head of Digital, T2 Tea*

## What’s next?

T2 is continuing to evolve its fulfillment strategy with a strong focus on speed, flexibility, and scalability. With Amblique, Shippit, and Fluent Commerce, they’ve laid the foundation for agile growth, both locally and internationally.

Next up: expanding premium last-mile delivery options like express, same-day, and timed delivery. They’re also building out regional fulfillment hubs to reduce interstate shipping, cut costs, and shorten delivery windows.

Beyond logistics, T2 is improving “cost to serve” visibility at the parcel level and optimizing sourcing logic to ensure orders are fulfilled from the most efficient and cost-effective locations.

“We’re working with partners like Shippit to explore different delivery options. Fluent makes that possible through seamless integrations,” said Cameron.

**See how Fluent Commerce can revolutionize your order management processes to scale your business forward, fast. Reach out today to learn how we can help you achieve similar success.**



For more information on how Fluent Order Management can **improve your distribution operations**, schedule a demo today.

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