

THE Barrett Bugle



News and information for and about the customers and employees of Barrett Distribution Centers

February 2011

CUSTOMER SPOTLIGHT

Making it easy to be Green

Barrett Distribution's Franklin team is very pleased to welcome Boston Green Goods as a new customer. BGG's transition to third party inventory management and order fulfillment has gone very smoothly thanks to productive planning meetings and the cooperative efforts of both companies' management and IT teams.

Boston Green Goods, Inc. is headquartered in Braintree, MA. Since 1999 BGG has been an online retailer for healthy home products and a trusted source for honest product reviews and ratings.

BGG tests, reviews and rates all products on their web sites so that the customer is fully aware of a product's strengths and weaknesses. They provide technical follow-up support on everything they sell. **The company is currently ranked #379 on the Internet Retailer Top 500.**

BGG's product lines include:

- ▶ **AllergyBuyersClub.com**—the leading E-tailer of healthy home and allergy & sinus relief products.
- ▶ **GreenandMore.com**—one-stop eco-shopping for earth friendly consumers.
- ▶ **Pain-Relief.com**—healthy pain relief products and information.
- ▶ **SleepBuyersClub.com**—natural products to help people sleep better.

BGG's products move out at a fast pace from our Franklin facility, averaging hundreds of orders per day with order sizes ranging from pick-n-pack to full pallet shipments.

As Robert Scott, Chief Operations Officer says, "Boston Green Goods is an online retailer serving the healthy home, personal health and eco-friendly markets. We pride ourselves on providing high quality products and industry leading customer service. A critical part of this involves partnering with the right warehousing and distribution partner. **Our needs are high performance (speed, accuracy, continuous improvement), scale profitably as we grow by utilizing automation, reduce our shipping cost and support distribution of health-related products. Barrett Distribution meets these requirements. We are very pleased to be working with them.**"

Likewise, we are pleased to have Boston Green Goods as a valued client. 📧

—Bill Daly, Operations Manager

DIRECTOR'S POINT OF VIEW

Notes from customer service

We know the success of our company lies with our employees and their understanding of our mission.

That's why every Customer Service Rep at Barrett goes through an extensive orientation and training program in their first three weeks—which includes:

Understanding our business

The CSR-in-training is given a tour of the facility and spends time observing the activities inside the warehouse. The processes and the systems are explained in detail, from receipt of product scanned into our WMS, to the various picking processes and finally to the warehouse employee via the RF Guns.

By going through this training the CSR better understands the different services we offer and what physically must take place for an order to get processed, and eventually delivered to the ultimate consignee.

Understanding our systems

The two most important systems the

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PRESIDENT'S PERSPECTIVE

Unexpected observations on a treadmill

I have been doing a fair amount of travel lately, especially in connection with the launch of our newest operations in Memphis.

One morning I was on a treadmill, feeling a bit fatigued. In fact I was feeling quite winded after just 10 minutes, and made a pact with myself to push through and get to 20 minutes.

After 20 minutes the calorie counter was up to about 250 and I had run 1.75 miles. Well, there was no way I was stopping that close to 2 miles, so I kept pushing myself to get to 2 miles. At the 2-mile marker, the calories were now up to 285, so I had to keep going to 300. At 300 calories, the odometer was now at 2.2 miles, so I had to push it to 2.5 miles. This "game" continued until I topped 3 miles and 450 calories in 30 minutes. I bettered my initial goals by 50% in all measurements.

My experience on the treadmill got me thinking about our performance metrics in the distribution centers, where we measure both productivity and production. It also reminded me of the discipline touted in many business publications, including one I am reading now entitled *The Game of Work* by Chuck Coonradt. Coonradt maintains that **people often work harder at sports than they do on the job because the scoreboard gives participants constant feed-**

back. Much like my treadmill example, competitive people are constantly striving to improve.

We are working hard to take this discipline into our distribution centers and drive performance. **Leaders who break up the day into interim milestones for their staff find that performance improves merely by setting interim targets and then posting the results for the "players" to see.** This method of scorekeeping motivates the staff to constantly find ways to develop better work methods, drive productivity, improve quality, and increase customer satisfaction.

As we close out another great year for our company I want to acknowledge how grateful I am for the teams we have in each of our 13 locations and for the great work you do every day supporting our customers. We are fortunate to have such successful clients whose businesses performed so well in 2010. It seems every day we receive a compliment from at least one customer who wants to tell us what a great job our team members do for them. **Thank you for all you do for Barrett and our customers. I hope you and your family have a healthy and prosperous 2011.** 🇺🇸

—Arthur Barrett, President

'Work and play are words used to describe the same thing under differing conditions.'

— Mark Twain





Notes from customer service, *continued from front page*

CSR will be using are Synapse, our WMS, and Outlook, our email and scheduling tool. The training on Synapse is delivered one-on-one by the Customer Service Manager, with the support of a CSR “mentor”. This training includes the basic steps of processing inbound and outbound orders; as well as *wave planning* which produces the picking information for the warehouse associates.

Understanding our philosophy

This part of the training starts with an orientation by Arthur Barrett that gives the CSR a history of Barrett, a description of

our various businesses and facilities, and an introduction to the Great Game of Business. The CSR is also introduced to our ISO standards, and Total Quality Management which stresses continuous improvement.

Through the customer service manager and a CSR mentor the trainee is taught about our One Call Resolution philosophy. This is a key concept for the CSR to understand and embrace. When a customer calls with a question or a problem, they should never have to call back to chase the same answer. Our CSR is the single point of contact regardless of the issue. We want our

CSR to keep the customer abreast of every development, until the issue is resolved to the customer’s satisfaction.

The training process for the CSR at Barrett never ends—each and every day there are opportunities to learn. Whether it is a new procedure in the warehouse, enhancements to our systems, or just a new experience with a customer, training and education are part of the continuous improvement process at Barrett. 🗣️

—Jay Scheiner, Director, Operations

A CASE STUDY

The Customer: Advanced Auto Parts Storage Opportunities

The Challenge:

- ▶ With the addition of foreign parts lines, we have expanded the inventory in our Massachusetts PDQ warehouse from 40,000 to 55,000 SKUs. This expansion created some challenges for Barrett, as **we had to expand our storage capacity within a fixed footprint.**

The Solutions:

We made several changes to our storage configurations to facilitate growth, to efficiently handle overstock, and to improve the efficiency of our picking operations.

- ▶ We moved several product lines from their original locations on large capacity shelving to smaller type racking and allowed for heavier and bulkier products to be stored more appropriately.
- ▶ We installed peg board on the end caps of our aisles where we are hanging belts and hoses instead of taking up precious shelf space for these fast-moving SKUs.
- ▶ We consolidated several product lines into custom storage boxes, cutting the storage footprint in half.
- ▶ We designated reserve locations on unused upper racking to accommodate overstock product.

The Results/Benefits:

- ▶ Our advance planning allowed us to receive and slot into the open locations that we created via restocking and consolidation, thereby improving the ready-to-ship cycle time for these new items.
- ▶ We improved the ergonomics of stocking and picking some of our larger heavier products.
- ▶ By decreasing the storage footprint by 50% in several areas and on several product lines we opened up storage space for future growth.
- ▶ We have created an organized and traceable means of handling overstock product.

In sum, we have absorbed a 40% increase in the number of SKUs while improving the picking productivity in our Massachusetts PDQ from 44.5 PPH to 46.0 PPH! 🗣️

—Ken Marasca, Operations Manager, Leicester, MA



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KUDOS!

“ I have been observing Barrett for a few years and it is quite remarkable how few errors creep into the billing process. Most importantly, and I celebrate it often, is the formidable determination within Barrett to deal with any issue or problem that emerges in our everyday work together.”

—**Jim Whitters**
President
The Alkolol Company

“ Last Wednesday you shipped 210 line items. Yesterday you shipped almost 500 line items. Nice going! Thank you so much for all of the extra effort. It is appreciated and never goes unnoticed.”

— **Robert Scott**
Chief Operations Officer
Boston Green Goods, Inc.

“ Thanks for your help in getting us to this next level of business. We know your team is working hard to accommodate our somewhat unique business model, and increase your throughput capacity to help us reach even higher goals. Investing in, and reaching, these increased levels of performance will help us both maintain increased profitability for the foreseeable future.”

—**Michael Martin**
Sales and Sales Operations Manager
Vibram FiveFingers
Vibram USA, Inc.

“ Thanks for the welcome. We have chosen a very professional outfit and an excellent partner for our needs.”

—**Michael Berry**
Director of Operations
Bake'n Joy

“ **Sandy**, I just felt the need to express my appreciation to you for the way you work. Just wanted to thank you for your constant good work and for helping me keep the faith and making my life easier.”

—**Alberto Camorlinga**
ICUMED
(one of our newly acquired customers writing about Sandy McKee, CSR in Memphis)

“ To **Debbie Spencer** and **Bill Daly**, We're off to a great season and we believe that we will have a strong year. Your help with getting everything out timely and correctly is utmost appreciated.”

—**Christophe Van Riet**
Nirvana Chocolates