

OCEAN^X HELPS CORA
QUADRUPLE
DAILY ORDER OUTPUT

A CASE STUDY



THE CLIENT

Cora is a modern women's wellness brand on a mission to revolutionize the female experience by acknowledging the power of female bodies and providing healthy, thoughtful ways to care for them.

Cora creates fearless content and innovative products through an elevated brand to shift the way women perceive and manage their periods, bladder leaks, post-birth recovery, and other natural experiences. And with every product sold, Cora provides period pads and health education to a girl in a developing country so she can go to school during her period.

THE CHALLENGE

Cora's original fulfillment partner worked well for the company's launch and as they started to get traction in the marketplace. As the business started to see real success and its leaders considered creating custom and personalized boxes, however, it became clear that the partner could no longer keep up. Cora had a backlog of shipments, and its internal team was spending far too much time each day dealing with fulfillment instead of other core parts of the business.

The Cora team needed a partner who could manage high-touch and personalized fulfillment at scale while still managing costs and, most importantly, creating an experience when customers received their orders that matched its brand promise and beautiful, clean aesthetic. Cora partnered with OceanX to do just that.





THE SOLUTION

The OceanX team's first task was to analyze Cora's challenge and determine which of our solutions would work best. Cora's main pain point was around the quality and cost of direct-to-consumer fulfillment, especially as the company planned to increase the number of products it offered as well as boost its personalization efforts, so we focused on migrating fulfillment first.

We showed the Cora team our technology, which is designed from the ground up for DTC and subscription at scale, our four fulfillment facilities, and our operations process. From there, we took a deep look into the way Cora's current orders were being fulfilled and came up with a plan to hit the ground running. We completed the full transition in less than eight weeks, and our team was available throughout the process to help Cora jump over any hurdles and to devise proactive solutions for future improvements.

**OceanX has been a great partner.
We consider them a strategic part of our business.**

– Cora COO Keith Frymark



THE RESULTS

AND WHAT'S NEXT

During our partnership, OceanX provided a better user experience for Cora's customers and a more efficient and on-time fulfillment process for the company. Ensuring that orders arrive on time and deliver an amazing unboxing experience helps with customer retention, and taking the weight of backed-up orders off the Cora team's shoulders gives them peace of mind.



WE CLEARED OUT MORE THAN 2,000 BACK ORDERS IN THE FIRST FIVE DAYS WE WORKED TOGETHER



THE OCEANX TEAM CUT CORA'S BACK ORDERS BY MORE THAN 90%



WE ALSO QUADRUPLED DAILY ORDER OUTPUT, INCREASED ORDER ACCURACY TO 99.9%



AND DECREASED OUTBOUND FREIGHT BY 20%

Now that Cora's operations are flowing as they scale, the sky is the limit. The company can grow without worry now that they have no concerns with performance.

Moving forward, we are working with Cora as it expands its product line to provide more personalized and customized offerings to its customers. As the company scales and becomes the No. 1 destination in its industry online and in stores, we hope to help with B2B fulfillment, expand to multi-node shipping, and perhaps layer on customer service and even the full OceanX platform and business intelligence to help the Cora team achieve its goals.



Think OceanX could be the right solution for you?
learn more about what OceanX has to offer

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