

CASE STUDY

Bodybuilding.com



Overview

Founded in 1999, Bodybuilding.com is an online retailer with a highly engaged fan base specializing in dietary, sports and bodybuilding supplements. The company offers more than 13,500 health and fitness products plus 35,000 pages of free health-related information, including articles, videos, expert-designed fitness programs and recipes. With more than 29 million monthly visitors, the company is obsessive about customer support, and has a dedicated team of highly trained customer service reps available 24/7/365 to answer questions and provide motivation for a customer in need.

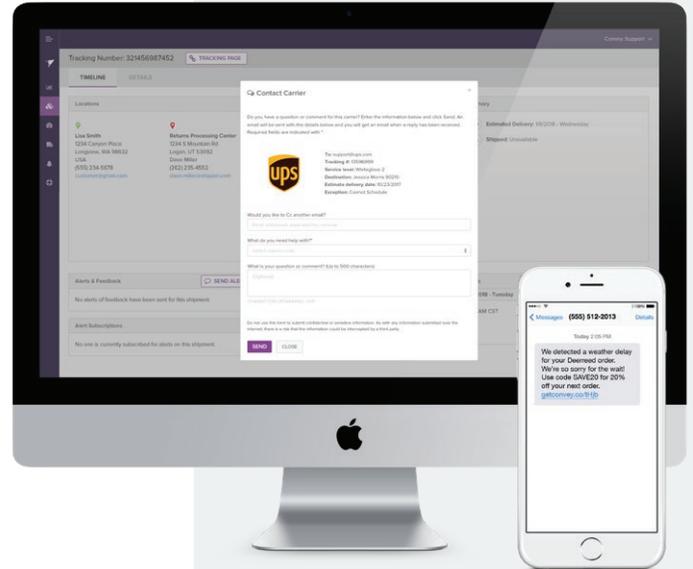


Challenge

Bodybuilding.com brings this same customer-first mentality to its product delivery, which emphasizes the importance of human touch in helping people feel better about themselves, and lead healthier, happier lives. Bodybuilding.com understands that modern delivery is a game of scale and speed. To that end, the company has implemented a strategy of getting shipments to customers as efficiently as possible, with distribution centers and a network of regional carriers that is same-day or next-day capable. But to add that human touch, Bodybuilding.com needed a way to more accurately track shipments and effectively communicate to customers about their orders.

Solution

Bodybuilding.com deployed Convey's delivery experience management platform to provide greater visibility into order delivery status, and enable proactive resolution of potential shipping issues. Through Convey, Bodybuilding.com now provides customers with automated in-transit delivery updates. These alerts allow customers to understand the latest delivery status, provide feedback on the experience and expedite issue resolution, resulting in a dramatic reduction in "where is my order?" (WISMO) calls. Additionally, carrier collaboration features within the Convey platform have enabled Bodybuilding.com to more efficiently resolve in-transit issues with service providers, reducing costs and improving SLAs.



Benefits and Outcomes

Improved customer visibility, communication, and experience:



Operational efficiency and time savings:



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At Bodybuilding.com, our culture has always been about putting our customers first and creating the best fitness site out there, so providing an exceptional online shopping and delivery experience is essential... Convey has allowed us to not only ensure fast, accurate deliveries, but also to proactively communicate with customers when there is an issue. This personal touch makes all the difference in creating a loyal customer base for the long haul.”

GREG DAHLSTROM

VP of Logistics at Bodybuilding.com