

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

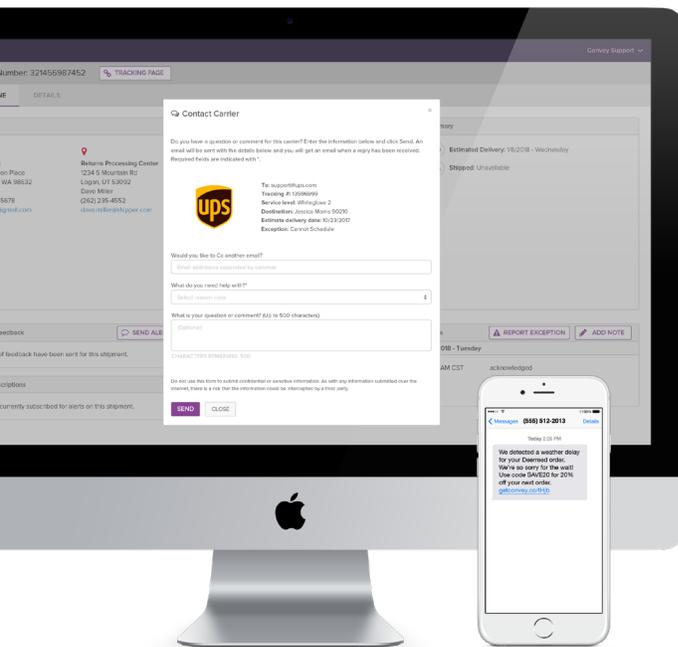
Bodybuilding brings a customer-first mentality to its product delivery, and it emphasizes the importance of exceeding customer expectations to help people lead healthy, happy lives. The brand balances scale and speed to get shipments to customers quickly and efficiently, enabling hand-offs to regional carrier networks.

However, multiple handoffs between carriers created visibility challenges for Bodybuilding's customers as well as its internal customer service team. Customers would call in confused about the status of their shipment, or say that their order was late or damaged. The brand wanted to improve its customer experience at a scalable cost - it needed to effectively communicate with customers about orders, while getting ahead of costly shipping exceptions.

Solution

In July 2017, Bodybuilding deployed Convey Engage, a delivery experience management platform, to empower its customers and its team with better predictability around the last mile. With access to a uniform view of shipments across all carriers, its customer service and logistics teams used the platform to enable better team workflows, proactively tackling top exceptions before they impacted customers. Additionally, the brand provided customers with increased supply chain visibility into their delivery status with automated shipping confirmation emails, branded tracking pages, and in-transit delivery alerts.

This communication, combined with the ability to take action on delivery issues such as delays and damages, allowed customers to understand their latest delivery status. As a result of the brand's proactive efforts, **it reduced "where is my order" (WISMO) calls by 27%**, allowing its customer service team to focus on answering product questions. Additionally, Bodybuilding's **Net Promoter Score (NPS) increased by 6.3%** as a result of the brand's investment in delivery experience management and commitment to proactive efforts.



"Because of Convey, now we can be proactive. We want to start taking action before the customer even recognizes there is a problem. When we take action ahead of time, it shows we are concerned, and what could be a bad experience is at least a neutral or even good experience because [shoppers] are impressed with how we handled the issue."

GREG DAHLSTROM
VP of Logistics and Supply Chain
Bodybuilding.com

Benefits and Outcomes

Improved customer visibility, communication, and experience:

27%

reduction in
WISMO calls

6.3%

increase in
NPS score

48%

of customers engage with the
brand through the tracking page

Operational efficiency and time savings:

61,000+

exceptions
resolved to date

4.5%

improvement in on
time delivery YoY

1 day

average time to resolve
delivery exceptions

