



Bulu Group Increases Labor Efficiency by 25% and Cuts Billing Time by 50% with Extensiv

CASE STUDY

\$1,000s
OF MONTHLY COST
REDUCTIONS

**6 PERCENTAGE
POINT**
INCREASE IN ORDERS
SHIPPED SAME DAY



"Without Extensiv doing so much great work on the backend for us, we wouldn't be able to push our business anywhere near as much."

STEPHANIE JARRETT,
Co-Founder and CXO, Bulu Group



Bulu Group

Bulu Group is a subscription-first, full-service 3PL, offering a complete range of multi-channel fulfillment services.

HIGHLIGHTS

Challenges

- Assembling and shipping kits for leading brands
- Managing orders and inventory across multiple platforms
- Suffering costly downtime from poor vendor service

Solution

- Consolidating their tech stack with Extensiv
- Improving efficiency in kitting, picking, packing, and shipping
- Tracking inventory in real-time
- Increasing frontline and management productivity

Results

- 25% increase in labor efficiency
- 50% billing time savings
- 100% order accuracy achieved consistently
- Monthly costs cut by \$1,000s

Challenges

Lacking a consolidated tech stack to drive growth and profitability

Bulu Group provides customized subscription and fulfillment services for some of the world's leading brands. When you're serving household names including Disney, GNC, American Express, and Pepsi, there's little room for hiccups.

Throughout a decade of robust growth, the business has constantly evolved how it manages complex warehouse operations. Along the way, they've had significant challenges to conquer.

Running and maintaining multiple systems


For the first few years in business, Bulu Group ran a patchwork of different systems to meet the requirements of their customers. They had one system to integrate customers' marketplaces, another for order management, and another to handle the complex warehouse management required to assemble and ship subscription boxes.

"We were running our fulfillment services with a 'hodgepodge' of multiple systems," says Co-Founder and CEO Paul Jarrett. "It was difficult to get data synced across the platforms. And when you're bouncing between System A to System B where nothing's automated, you rely on people to manually rectify things like payments and inventory. This created inefficiencies, extra labor costs, and left our operations prone to human error."

Tracking orders on spreadsheets and other homegrown solutions

To solve some of their frustrations, Bulu Group engineered a homegrown solution based around Excel-style features. While the bespoke system met many of the 3PL's requirements, it fell short on inventory tracking.

As the business grew, it needed to manage increased picking and packing activity alongside kit assembly. This made their existing system even more unsustainable.




Stephanie says, *“We didn’t even have locations for storage at that stage. The system tracked the inventory, but in terms of finding it, it was like an Easter egg hunt. There was a lot of manually rectifying subscription inventory versus pick and pack and it became a massive problem for us.”*

Constraints with the system were also limiting opportunities to innovate. Bulu Group wanted to offer different types of fulfillment, including Fulfilled by Amazon (FBA) and wholesale, but building integrations with external systems required hours of expensive development time.

Lacklustre service causing pain and downtime

One of the final straws for Bulu Group was the complete lack of service they received from existing vendors. They didn’t wait hours for a support response; sometimes they waited weeks! For the busy 3PL, any delay could be the difference between getting orders out on time or the whole operation grinding to a halt.



Paul says, *“When something impacts you, responsiveness from vendors is so important, but there was always this attitude, ‘you need to get a ticket and wait’. Sometimes an issue is too important and too big and if they don’t get back to you quickly enough, it’s a house of cards.”*


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“Our legacy system tracked the inventory. But in terms of finding it, it was like an Easter egg hunt.”

Solution

A consolidated technology backbone to boost productivity and order accuracy

Bulu Group embarked on a rigorous selection process to find a single vendor capable of meeting all their 3PL needs. One solution was the clear frontrunner—Extensiv.




Paul explains, *“From the outset, Extensiv showed that they knew our industry intimately and almost knew what we were thinking before we did. They were so responsive in answering all our questions that we actually wondered if they were too good to be true!”*

With Extensiv, Bulu Group embarked on a top-to-tail reboot of order and stock management, with Extensiv 3PL Warehouse Manager, Integration Manager, SmartScan, and Small Parcel Suite providing the foundation.

Fast and efficient kitting and assembly

While bundling customers’ products to be sold as single items used to be a logistical headache for Bulu Group, with **Extensiv 3PL Warehouse Manager**, they easily create new SKUs, locate the stock they need for assembly, and segregate orders for storage or shipping.



Stephanie says, *“With Extensiv, we can be flexible to the way our clients want to sell. Whether they want ‘kit to ship’ services, ‘kit to store’, or other specialty requirements, Extensiv enables us to seamlessly manage every scenario.”*


Tracking inventory through receipt, picking, packing, staging, and shipping

With Extensiv, Bulu Group has accurate, real-time visibility of inventory at every stage of the logistics journey. From a single platform, they track and manage customers’ inventory, orders, and shipment schedules, improving labor efficiency and fulfillment times.

Bulu Group implemented **SmartScan** and **Small Parcel Suite** to further increase order accuracy and staff efficiency. SmartScan’s mobile scanning ensures fast and accurate picking, while every action is automatically communicated to 3PL Warehouse Manager, keeping everything in sync.

Meanwhile, Small Parcel Suite verifies orders, provides instant access to the best-cost shipping providers, and prints shipping labels—all of which improves efficiency.

Now, Bulu Group is confident enough in its order and inventory system that it introduced two new customer guarantees—**same day delivery and 100% order accuracy**.




Stephanie says, “With Extensiv, mispicks are virtually eliminated and we can guarantee that 100% of orders will be accurate. This is a fantastic benefit to pass along to our clients, boosting our marketing credentials and helping us acquire more high-value customers.”

Improving the customer experience with 24/7 visibility

Bulu Group appreciates the client portal and dashboard provided within 3PL Warehouse Manager. With a single login, customers have 24/7 visibility of the status of orders and stock levels, plus all the information they need to manage their accounts. It’s a significant improvement in the customer experience.

Bulu Group also accelerates customer onboarding with **Integration Manager**. From one platform, they integrate every aspect of customers’ tech stacks, including ecommerce integrations, EDI connections, warehouse systems, and shipping software.



Paul says, “Before, we needed developers or a costly outsourced team to build and maintain integrations, but now we can connect with so many different apps and software seamlessly, which is a huge feather in the cap, especially from a sales point of view.”


Increased frontline and management productivity

As well as SmartScan boosting productivity on the warehouse frontline, account managers use the billing automation to increase their efficiency—and free up time to take on more clients.

“Extensiv enables us to connect our billing and invoicing to QuickBooks and automate invoicing. We used to pull reports and put together these manual invoices, but now we get billing done in a fraction of the time,” says Stephanie.

Responsive support boosts business continuity

Because Extensiv makes Bulu Group’s warehouse operations so accurate and reliable, they require less customer support than ever. In the rare moments they do, they pick up the phone and speak to a knowledgeable Customer Success Manager (CSM), meaning production continues without interruption or downtime.



Paul says, “When we do reach out, Extensiv is very receptive. We can actually talk to someone who understands what we’re saying, without starting from scratch each time.”



“With Extensiv, we can be flexible and come up with fulfillment solutions that match the way our clients want to sell.”

Results

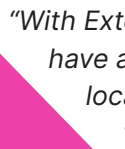
Labor efficiency increases 25% and monthly costs fall by \$1,000s

Since implementing Extensiv to handle clients' ecommerce fulfillment, Bulu Group has increased business profitability through a combination of labor efficiencies, decreased costs, and more efficiency at every step of their operations.

Because Extensiv allows their warehouse employees to process every order at optimal efficiency in simple workflows, labor efficiency on their pick and pack process has improved by 25%.

Stephanie says, “These time savings have not only improved our margin, but allowed us to offer a same-day shipping guarantee for the first time, because we have so much confidence we'll fulfill orders on time. This, of course, is also a 25% decrease in costs!”

Before Extensiv, staff assembling kits would regularly run out of stock, leaving 12 people on the clock but not working while they hunted for material.



“With Extensiv, we’ve eliminated all that downtime and saved thousands of dollars per month. Now we have a system where we know exactly where everything is stored, and we also move it to a staging location, so that someone from the line can go get it themselves. And that’s all monitored and tracked and alerted within Extensiv,” says Stephanie.

Cutting billing time by 50%

With 3PL Warehouse Manager linking their customer billing to QuickBooks automatically, Bulu Group has cut monthly and bi-monthly billing time in half. Faster billing boosts their cash flow and frees up account managers to serve more clients.

Stephanie explains, *“By cutting billing time in half, our account managers have extra capacity, which means we don’t have to hire new account managers as frequently. This saves us approximately \$75k annually.”*

Achieving 100% order accuracy

Reaching 100% order accuracy is an incredibly tough target for logistics and fulfillment businesses, but Bulu Group achieves it consistently with Extensiv.

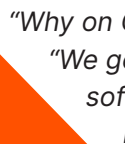
Stephanie says, *“We didn’t have a single order mistake last week and that’s our goal every week now—to hit 100% order accuracy.”*

Paul adds, *“This accuracy is all down to Extensiv. We’re only able to set a 100% order accuracy target because we have a tool we trust that is perfect for the job.”*

Paul jokes that one other cost has gone down, *“Aspirin purchasing levels are also down because I have fewer headaches, small errors, and less stress to contend with!”*


Total trust in the partnership

Bulu Group deeply values the positive impact and results Extensiv continues to deliver—**and recommends them to any logistics business looking to boost team productivity, profit margins, and the customer experience.**




“Why on God’s earth would you not choose Extensiv, who are the best company in this space,” says Paul. “We get all the features we need from Extensiv, rather than going out and piecing together our own software stack. As our business grows, we’re adding in more of their features and software as we need them.”

Thanks to Extensiv, Bulu Group is happy to take on ever more difficult challenges for its clients.



Stephanie says, *“We wouldn’t be able to push our business anywhere near as much if we didn’t have Extensiv doing so much great work on the backend for us.”*

Having recently implemented Extensiv’s latest product, **Network Manager**, Paul is excited about the future. Network Manager will enable Bulu Group to expand their warehouse capacity and geographic reach alongside trusted partners from Extensiv’s **Fulfillment Marketplace**.



“We’ve been approached by a million places to do that, but Extensiv has given us the confidence to push forward into an exciting new area for 3PLs,” says Paul. “If Extensiv keeps building on that and putting in more apps and features as the industry evolves, it’ll be game over for the competition.”

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Handle complex order and warehouse management with ease

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