Libas | **INCREFF** Incredible Efficiency

WEAVING EXCELLENCE:

Libas Optimizes Warehouse Ecosystem With Increff WMS

Brand
LIBAS

Industry
ETHNIC APPAREL FASHION

Solution
INCREFF WMS

~30% ↓
Order processing time

~30% ↓
Returns and cancellations

~40% ↓
Turnaround time

Libas stands as a renowned and distinguished brand for women's ethnic attire, with its origins deeply rooted in India. With expertise in crafting high-quality women's wear that blends traditional and contemporary styles. Libas offers women a versatile, functional, and comfortable selection of fabrics, embellishments, silhouettes, and designs. From kurtas and suits to sarees, dresses, co-ords, and more, Libas caters to a wide range of sizes, from XS to 6XL. The brand's prosperity is built on its unwavering dedication to enhancing the customer's journey with every purchase, delivering not just clothing but also a story of Indian culture and elegance.

BUSINESS CHALLENGE

The brand primarily operates in the e-commerce industry, catering to both metro cities and tier 2 and 3 markets. As the demand for their products surged, the warehouses faced significant challenges in managing the increasing order volume quickly. This surge in orders led to extended turnaround times (TAT), which often averaged between 7 to 9 days, causing a noticeable increase in returns and order cancellations.

One of the core issues was the reliance on manual order processing methods, with the staff heavily involved in labor-intensive checks of SKU attributes. This manual approach not only hindered efficient inventory management but also resulted in communication gaps and a high occurrence of human errors. These challenges collectively reduced operational efficiency and led to inconsistent quality checks.

These factors, including inaccurate inventory tracking, swift shifts in customer demand, the urgency to meet market competition with fast delivery, ineffective order processing, and breakdowns in communication within the system. All these collectively led to an elevated incidence of VFS (Vendor Failed to Ship) cases.

In response to these challenges, the brand recognized the need to streamline its warehouse operations and optimize space allocation and utilization. Additionally, there was a deliberate effort to reduce human errors in the process and to promptly identify any unaccounted inventory.

INCREFF'S APPROACH

THE OBJECTIVE

Libas partnered with Increff to achieve several key objectives:

- Bring in warehouse automation to minimize dependency on workforce
- Resolve discrepancies between physical and digital inventory
- Manage SKUs and address QC failures effectively
- Efficiently allocate and optimize the warehouse's space
- Minimize order processing time to reduce TAT to as low as 4-5 days
- Enhance the customer experience and overall customer satisfaction
- Provide seamless and prompt updates to customers for order tracking and delivery

Libas | INCREFF
Incredible Efficiency

THE SOLUTION

Increff Warehouse Management System (WMS) has been recognized as a leading vendor in Gartner's Critical Capabilities and Magic Quadrant. With a simple, agile, cloud-based platform, Increff WMS perfectly caters to the dynamic nature of the warehouse environment. Its features include:

- Providing a single view of inventory across all retail sales channels
- Ensuring 100% accuracy in operations through inventory serialization and process digitization, minimizing errors and maximizing efficiency
- Centralized system for end-to-end operations, eliminating the need for multiple platforms
- Optimal space utilization, maximizing the capacity of the warehouse
- Improved picking and packing efficiency for faster order processing
- Intelligent order splitting and routing to facilitate quicker Turnaround Time (TAT).
- Streamlined employee training in less than 5 minutes without the need for constant supervision
- Comprehensive monitoring of individual performance at every level

Our WMS solution enables seamless synchronization of inventory and orders in real-time, with a remarkable response time of 15 to 30 seconds. This means that even the very last piece of inventory, without any buffer stock, can be instantly available across all sales channels.

By implementing inventory serialization, we ensure optimal utilization of space, accurate inventory-order matching, improved picking efficiency, expedited order processing, and, ultimately, heightened customer satisfaction. This end-to-end warehousing solution streamlines operations effortlessly.

THE BENEFITS

- Increff WMS transformed the supply chain to strike the right balance between customer demand, availability, and supply. Successful implementation of this solution helped achieve:

For the brand
- Elevated warehouse management and inventory health
- Lower turnaround time
- Reduction in order processing time
- Instantaneous order sync
- Higher order fulfillment accuracy
- Lesser returns and cancellations

For their customer
- Faster order delivery
- Increase in customer satisfaction
- Improved customer experience

THE IMPACT

30-40%
Reduction in TAT
(7-9 days to 4-5 days)

25%
warehouse space
optimized

<15
sec order sync

25-30%
lower order
processing time

25 to 30%
slash in returns
and cancellations

40%
reduction in Vendor
Failed to Ship (VFS)
rate

"New retail" demands a transformed warehouse environment.

"Bringing advanced technology to our warehouse empowered us with in-depth, nearly real-time data insights that enhanced precision and productivity. Tasks were digitally allocated, taking into account the whereabouts of employees, product locations, and current priorities. This allowed us to enhance inventory management accuracy, optimize logistical operations, and maximize the utilization of all available resources, be it personnel or merchandise. Additionally, the intuitive reporting features facilitated performance measurement and supported ongoing enhancements."

Vinod Bhalla - Head of Operations, Libas

Libas | **INCREFF**
Incredible Efficiency

ABOUT INCREFF

Increff is a retail SaaS company solving complex inventory management & supply chain challenges. Over **200+** global retail brands believe in our end-to-end merchandising and omnichannel inventory management solutions. We empower retailers to enable automated decision-making, bring accuracy to processes, drive sustainable retailing, and achieve incredible efficiency.

adidas   PUMA   CHANEL   styli   MANGO

Pepe Jeans LONDON   Levi's LEVI STRAUSS & CO.   GAP   celio*   TOMMY HILFIGER

AND MANY MORE