



"Our carrier is the face of Modern because they're the connection between Modern and the customer."

*Khaled Khaled,
Operations Manager,
Modern Beauty Supplies*



The face of the business

Purolator supports Modern Beauty's growth with uncompromising service

Modern Beauty Supplies, one of Canada's largest beauty wholesale distributors, prides itself on staying on the leading edge of cosmetic innovation. To maintain that position and grow its market share, Modern Beauty needed a partner that could deliver exceptional service day in and day out—which is exactly what it found in Purolator.

Expansion initiatives prompt a review

What began in 1986 as a passion and a bottle of shampoo has grown into one of the country's leading beauty supply enterprises. Modern Beauty products line salon shelves across Canada and can be purchased direct from five state-of-the-art product showrooms in British Columbia and Alberta.

In order to continue to grow its market share (with an eye on Eastern Canada) Modern needed a shipping partner it could trust, a team that could act as the face of the business. However, declining service levels with a past carrier were beginning to compromise business relationships and sabotage growth. Costly damages to shipments, missed connections and delayed deliveries were putting the company's reputation—and its client base—in jeopardy.

MODERN

Industry

- Beauty supplies

Customer: Modern Beauty Supplies

- High-quality salon and spa products
- Supplies to leading hair salons and licensed professionals
- Dedication to continuing education and training

Challenge

- Support growth initiatives without compromising service quality

Solution

- Web integration support
- Back-end scanner system
- Dedicated customer service

Results

- \$147,000 ROI
- Market expansion support

Purolator solutions enhance the experience

Modern Beauty's must-haves were simple: on-time deliveries, fewer damages and the highest and most consistent service levels. After conducting interviews with key stakeholders and divisions, the Purolator team recommended a comprehensive solution that would support expansion initiatives, streamline daily operations and enhance the overall customer experience. Components of this solution included:

- E-store web integration support
- Warehouse scanner integration
- Purolator Customer Service Representative

Gearing up for growth

Without physical storefronts in the East, getting an online store up and running was key to increasing exposure and gaining traction. To automate the online order process, Purolator provided IT support to link its shipping system software to Modern's online store, a value of over \$1,000 in saved IT costs. Now with its online store poised to launch, Modern Beauty has begun exploring Eastern office and product showroom opportunities.

Product scanners have greatly enhanced warehouse productivity and minimized human error. Instead of a manual process that would take 2–3 minutes per order, back-end entry is now executed automatically. Since implementing Purolator's solutions, the total express shipments delivered before 10:30 a.m. is now over 4,600. Purolator's closed loop network helps guarantee that product reaches its destination on time, as promised and with fewer connection issues.

The Modern Beauty sales team can now spend less time performing track and trace requests—a savings of approximately \$4,400 a year, or 30 minutes a day. And with dedicated customer service, the sales team can count on its Purolator Representative to deliver great customer service and deep sales insights.

In total, Purolator's multi-pronged solution has generated an estimated \$147,000 return on investment for Modern Beauty. Purolator is proud to continue acting as the face of the business and looks forward to delivering high-quality products to new Canadian customers.



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