



CASE STUDY: FULFILLMENT

Anthony Robbins has served as an advisor to leaders around the world. A recognized authority on the psychology of leadership, negotiations, organizational turnaround, and peak performance, Tony Robbins has entrusted Saddle Creek Logistics Services with his company's warehousing and e-commerce order fulfillment.

The Business Challenge

The Anthony Robbins Company had been experiencing difficulties with its warehousing and fulfillment partner. As a highly-respected source on peak performance, Tony Robbins could not tolerate lackluster operational performance. Faced with maintaining the company's growth trajectory and supporting a customer-centric, high-performance culture, the Anthony Robbins Company sought a reliable outsourcing partner who could "assume the load" for warehousing and fulfillment.

The Solution

Saddle Creek was engaged to replace the prior fulfillment partner and provide a new approach for warehousing, fulfillment and system support. Saddle Creek worked with the Anthony Robbins Information Technology team to fully integrate with the 3PL's order management system. Saddle Creek stocked the entire Anthony Robbins' product line in its distribution center to provide direct and timely fulfillment to Anthony Robbins clients around the world. In addition, to support the highly successful New Money Masters series, Saddle Creek established a dedicated "quick-turn" fulfillment work cell to handle this peak order volume.

The Results

The operational issues of the past have been replaced with Saddle Creek's peak performance. The Anthony Robbins Company is now meeting the turn-around needs of its clients, while managing its overall small parcel freight expenditures. In addition, Saddle Creek is able to meet the spikes in demand generated by the New Money Masters series, providing the Anthony Robbins Company a cost-effective and flexible fulfillment solution.

TONY ROBBINS

“Saddle Creek has attained the peak performance that all companies should seek to achieve.”

Brett Taylor
Distribution Manager
Anthony Robbins Company

Anthony Robbins Company

Industry:

Personal Coaching

Business Profile:

Anthony Robbins is a catalyst for change and a strategist for success. He creates change in minutes, when normally it couldn't be accomplished in years.

Quick Fact:

- Robbins has impacted the lives of more than 50 million people from over 100 countries with his best-selling books, multimedia and health products, public speaking engagements, and live events



sclogistics.com
888-878-1177