



CORRECTIVE ACTIONS

Founded in 1935, GNC is the world's largest global health, wellness, and performance retailers. Since the beginning, GNC believes in an unwavering commitment to the utmost standards, from their creation of the highest quality of products, through to the delivery to the Customer. A few years ago, GNC decided to revisit their Corrective Actions, to ensure improved Customer Service in accordance with updated industry standards.

GNCs previous methodologies were spreadsheets being emailed back and forth, with no accountability, consistency, or standardized follow-ups internally. There were no deadlines or universal service level agreements put in place for each department to act on a customer complaint, and zero visibility for management to hold any particular department accountable.

GNC AT A GLANCE

GNC has approximately 8,400 locations, of which 6,200 were in the United States (including about 2,200 Rite-Aid licensed store-within-a-store locations), as well as franchise operations in 50 countries. With over 12,000 employees, GNC is considered one of the largest health and wellness retailers globally.

THE CHALLENGE

Process complaints with a GNC branded product to ensure customer satisfaction, and to resolve any potential corrective action needed in accordance with industry standards.

REAL-WORLD RESULTS

Using Rivet™, GNC was able to reduce the repetitiveness of spreadsheets (information and resolution) by storing all relevant documents, images, and .pdf's in one place. A few of the immediate results were:

- Streamline communications upstream to the vendor for resolution
- Visibility to Senior Management on progress
- 119 to 52 days time to resolution (TTR)
- Weekly workload from 10 - 16 hrs per week down to 2
- Vendors were able to self-train, thus minimizing time spent getting them up to speed on the new system.



LACK OF VISIBILITY AND OWNERSHIP

Through the company's growth and evolution, GNC recognized that they needed to strengthen their consolidation in order to centralize communications. Customer complaints were being managed via disjointed spreadsheets and infinite trains of emails with no accountability or structured follow ups. Every department was running independent of each other, with manual tasks constantly being repeated and labor costs skyrocketing. Ultimately, however, it was the Customer not receiving a resolution in a timely and efficient manner, that GNC recognized they needed to strategize and upgrade their outdated system.

Integrating Rivet™ into GNC's system was seamless and easy. Its Business Process Management Solution provided GNC with full visibility of any and all outstanding issues in regards to Corrective Actions and allowed GNC to resolve them in accordance with industry standards.

Minimal training was required by Vendors as Rivet™ has an intuitive dashboard with clear visibility and communications for all stakeholders. Response and Time to Resolution (TTR) improved by over 200% on average, and by eliminating disjointed spreadsheets and follow up emails, reduced repetitive labor time by 85%!

NO MORE SPREADSHEETS

Prior to incorporating Rivet™, GNC were collecting data via numerous spreadsheets being sent via fax, Email, traditional mail, and internal mail, where there was no way to monitor what was duplicated or which department owned the issue. Apart from that, many issues were lost or not followed up on, therefore leaving the customer with lacking and/or untimely resolution. Rivet™ streamlined all communications in a consistent format to the correct Vendor for resolution, with complete management transparency. Rivet™ was easy, fast, efficient, and highly effective for GNC.

MINIMAL TRAINING

Rivet™ is linear and simple to use. Over the past few years, GNC had close to 100% turnover within numerous departments, therefore new staff, more training. However, minimal interactions between GNC and their Vendors occurred for training purposes, as the interface is intuitive and clear. Rivet™ got the right task to the right people, in the right order.

ABOUT TRAVERSE SYSTEMS

Traverse Systems is an interdisciplinary team of engineers, operators, and industry experts who work day-in and day-out to build best-in-class enterprise solutions that redefine business partnership management and supply chain success.

Since 2000, we have served some of the world's most respected brands including CVS, Burlington Stores, Michaels, Tractor Supply, Kohl's, and more.

Markets and consumer expectations are changing rapidly, and old operational models are breaking under the pressure. Our job is to mitigate those risks with technology and expertise that optimizes performance and execution.