

RETURN-TO-VENDOR

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. GNC recently deployed Rivet™ to process returns from GNCs wholesale partners to a GNC Center.

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

GNC realized they had very little visibility in the quantity of product that was being Returned to Vendors. As a result of this, following up on returns was being lost, creating unproductive inventory. Accounting had no visibility into the gaps, nor was a system in place as to who was accountable for this inventory.

REAL WORLD RESULTS

Using Rivet™, GNC were able to immediately take stock of redundant inventory and highlight any issues with the Vendors. Integrating Rivet™ was easy. GNC began to see results, once their business process was clearly defined with a majority buy-in. Some examples of these are:

- Provide visibility to Accounting and Distribution Centers into any products that are returned directly to the Distribution Centers
- Offer analytics into return trends, segmented by partners and by products
- Use of the intuitive Rivet™ Dashboard takes you directly to the page within your campaign, highlighting exactly who is responsible and what actions need to be taken to resolve the issue

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. Everyone could be on the same page, yet also allows true ownership and accountability, resulting in less time wasted chasing Vendors and following up on inventory anomalies.

ENDLESS OPPORTUNITIES

With standardized data entry and ease of use, other opportunities within GNC keep pouring in, as more departments see its value and want to incorporate Rivet™. It has proven itself to have infinite opportunities to provide visibility within a corporation as sizable as GNC. It easily sets priorities and deadlines, by making inventory issues transparent and highlighting the persons or departments responsible for resolving them, resulting in less unproductive inventory, and ultimately saving money.

ABOUT TRAVERSE SYSTEMS

Traverse Systems is an interdisciplinary team of engineers, operators, and industry experts who workday-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.