



Big Dee's leverages RFgen to strengthen customer loyalty and gain an unmatched competitive advantage.

Success Story

Galloping Ahead with Digital Transformation

For over 50 years, Big Dee's Tack and Vet Supply have been providing equine supplies and equipment for individual horse owners, businesses, and clinics across the United States. With a staff actively involved in the equine lifestyle and carrying 300 years of combined equine knowledge, they are committed to delivering affordable products to equine enthusiasts around the world.

When it was time to review their inventory management challenges, Business Systems Manager, Jessica Roslan, saw an opportunity to elevate Big Dee's customer experience through digital transformation.

About Big Dee's Operations

IN BUSINESS FOR

50+ YEARS

COMBINED EQUINE KNOWLEDGE

300 YEARS

WAREHOUSE SIZE

103,000 SQ. FT.

THE COMPANY OFFERS

25,000+ PRODUCTS



"RFgen allows us to guarantee orders placed by a certain time each day will ship that same day. That is a business model that not a lot of our competitors can offer."

- Jessica Roslan,
Business Systems Manager,
Big Dee's Tack and Vet
Supply

Manual processes were slowing operations

Initially, Big Dee's relied on manual processes for managing their inventory. Operating in a 103,000 sq. ft. warehouse, workers would handwrite notes and then hand key that information into their system.

Jessica explains, "We started on paper with 16,000 SKUs and everybody would have pieces of paper, go around and count locations and return it on pieces of paper, and then we'd have to hand-key that information into our ERP system, which at one point, only allowed one person to adjust inventory at a time."

With no automation, Big Dee's had room to improve in modernizing their warehouse.

Poor traceability hurt customer satisfaction

Jessica and her team were ready to raise a new standard of customer transparency. But without traceability, that was difficult to do.

Jessica explains, "When customers would call to ask a question about an order or a missing item, we couldn't quickly go back and know what box it was or who handled it, or if it was scanned."

Lack of traceability kept them from quickly fulfilling customer requests.

Enhancing the Customer Experience Through RFgen Traceability



Jessica knew she'd need a mobile solution flexible enough to adapt to her business operations. And ultimately, RFgen was the only solution able to deliver. The solution would provide real-time connectivity with their ERP and could be configured to their exact processes.

Business Systems Manager Jessica Roslan explained, "What made RFgen stand out was how nimble the software was. We could tailor it to our operations and quickly make changes when our business changed."

Knowing they could modify and adjust their solution as their processes changed was a major factor in the decision.

Big Dee's has seen exciting upticks in efficiency:



24/7

REAL-TIME VISIBILITY



95%

ELIMINATION OF PAPER PROCESSES AND WORKING TOWARDS 100%



70%

REDUCTION IN PICK AND PACK TIME



"RFgen gives us a lot of insight into what happened with each order, allowing us to better communicate with our customers."

- Jessica Roslan, Business Systems Manager, Big Dee's Tack and Vet Supply

Lightning-fast picking and packing

Now, when new orders are placed through their mail order catalog, website, or Amazon, Big Dee's can check out drive-thru orders and perform picking and packing much faster than before using handheld scanners.

Roslan explains, "Since launching RFgen, we save 50%-70% of time performing picking and packing tasks. All of our picking programs guide the person around the warehouse most efficiently so they don't have to rely on their memory."

Elevated customer experience

Additionally, when customers call back needing to make changes to a recent order, Big Dee's can quickly trace that order to provide updates and meet customer requests. This traceability has given their operations the agility and transparency they need to improve brand loyalty.

Jessica shares, "RFgen gives us a lot of insight into what happened with each order, allowing us to better communicate with our customers."

Same-day shipping guarantee

Another huge benefit is Big Dee's ability to guarantee same-day shipping for orders placed at a certain time of day—"A business model most of our competitors cannot offer," Roslan adds.

Drama-free Implementation

Roslan also raved about the smooth implementation, sharing, "This has been a very pleasurable experience. I am very satisfied with the entire team, and especially the RFgen solutions consultant who developed our applications."

With RFgen, Big Dee's can spend less time on manual processes, enabling them to shift their focus to driving sales and creating more repeat customers.

RFgen Software has been honored to support Big Dee's ambition towards enhancing customer experience. The team looks forward to a long-lasting partnership as Big Dee's continues to scale operations and further their mission of delivering reliable products to equine enthusiasts worldwide.