



Customer name:
Wahoo Fitness (Atlanta, GA, USA)

Business:
Tech-fitness company for runners, cyclists, fitness enthusiasts

Wahoo Fitness contact:
J.P. Matzigkeit
CFO

Base Logistics: a tool for top-tier customer service

Whether you are a runner, a cyclist or a fitness enthusiast Wahoo helps by turning a smartphone into the ultimate training partner. The company offers a wide range of fitness-related products, all based on usage combined with a smartphone. In Europe and Asia, Base Logistics is Wahoo's partner for warehousing, distribution, freight and Value Added Logistics.

Following a comprehensive tender process Base Logistics was selected as a 3PL provider for Wahoo in 2013. As part of Wahoo's management J.P. Matzigkeit became the liaison between Wahoo and Base Logistics. Since Wahoo has both B2C and B2B customers they had been looking for a partner that was flexible enough to handle a variety of customers and different types of orders. Matzigkeit: "Our needs are fairly diverse. Sometimes we have shipments directly to B2C customers, involving one or two products per address.

But we also have B2B customers for whom we ship out large quantities of product per shipment. We want a partner that can work with us to identify ways to operate more efficiently. And tell us what we can do from our side to make things more efficient, and as a result less expensive."

Starting by providing Transport Management and Inventory Management, Base Logistics was soon asked to supply other logistics services.

Matzigkeit: "We were using an outside organisation to refurbish our KICKR product. After I saw the Value Added Logistics that Base Logistics provides in-house for other companies, we brought refurbishment in-house as well."

"We have complete visibility into our orders and inventory system."

As Wahoo has its own facilities in North America, Wahoo employees do the refurbishment in North America, while in Europe this is done by Base Logistics workers. To make sure customers receive up-to-date products, Base Logistics also installs the most recent firmware on a number of products before shipping.

CASE STUDY



One of Wahoo's strengths is its top-tier customer service. Many of the Wahoo employees working with Base Logistics are members of the customer service team. A total of 15 customer service reps use Base Logistics' logistics application Klairy on a daily basis. Matzigkeit says: "We have complete visibility into our orders and inventory system. If there are any problems we work through a ticketing system. All the communication is in one place. We don't have to go to different places or people to get all the information regarding an order or shipment. Even though we are in different time zones and Base Logistics also manages our Taiwan business we always get a quick response."





wahoo FITNESS

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With customers expecting a high standard of customer service Wahoo needs a partner that can facilitate with expert IT solutions and processes. “That’s really table stakes for us. Wiggle and Amazon, for example, have some very specific reporting and shipping requirements that are pretty strenuous and time sensitive. And you have to have really good processes in order to quickly turn around the quotes and be able to meet their shipping windows. If you can’t do all those things, you cannot service our business, our accounts and our customers.” He continues: “Then you are off the table.”

Klairy has proven to be the perfect tool for Wahoo’s customer service, according to Matzigkeit. “Customers call us if they are looking for their order or if they want to change an address. Our customer service people turn to Klairy for that and have to be able to rely on the system. If there’s a difference between our own inventory system and Klairy we can safely say The Dutch are always right.”

“The Dutch are always right.”

Matzigkeit says that Wahoo finds in Base Logistics an honest and trustworthy partner. “Base Logistics is a partner that we can work with, learn from and grow with.

They are process driven in a good way, deliver high quality and always know what is going on. We work with many partners around the globe. The relationship with Base Logistics is probably the easiest that we have.”

“They are process driven in a good way and deliver high quality.”

CASE STUDY

Base Logistics

Base Logistics is a logistics service provider, with the focus on Transport Management, Warehouse Management and Data Management. We offer an international network of transport and warehousing partners, combined with a team of logistics specialists and a unique logistics application.

baselogistics.com

