



Ensure total e-commerce fulfilment with improved operational efficiency

A look at how Maersk leveraged digitisation to help Lacoste China achieve a 130% increase in e-commerce logistics performance in just 30 days.



The Customer

Lacoste is a well-known French casual luxury brand that embodies elegance. For more than 80 years, the company has carved a niche with its high-quality range of footwear, apparel, fashion accessories, perfume and more. Lacoste remains a popular brand in China and is committed to staying at the forefront of the e-commerce boom in the region. To achieve total e-commerce fulfilment, Lacoste entrusted us with its business-to-business (B2B) and business-to-consumer (B2C) warehousing functions in October 2020.



A two-fold challenge

Lacoste China wanted to make the most of Double 11 or Singles' Day - one of the biggest online shopping festivals in China.



Omnichannel challenges:

Our contract logistics team had less than a month to complete the mammoth task of migrating around 1 million individual pieces from Lacoste's previous logistics partner's warehouse to Wujiang Distribution Centre (DC). What's more, nearly 600,000 pieces demanded retagging and around 100,000 pieces called for quality control inspection. The issue of storage space crunch had to be addressed as well.

IT challenges:

An IT overhaul was imperative as well. A major challenge was to ensure development and testing of 13 interfaces between Maersk Warehouse Management System and Lacoste China's Order Management System (OMS)/Enterprise Resource Planning (ERP).

With less than a month's ramp-up time, and the pandemic adding to the complexity, our contract logistics team was indeed contending with an uphill task.

A quick-fire solution that delivered on time

The challenge demanded a synergistic approach. Our colleagues across operations, transportation, customer service, account management, HR, IT and operation excellence displayed a high-level of collaboration. The entire team worked in closed coordination with the Lacoste China team and went an extra mile in assuming responsibility and displaying professionalism.



To improve migration efficiency, the team began by building a rain shelter at Lacoste's earlier vendor's warehouse, which allowed it to inspect pieces before loading them. To enable shipping of an e-commerce order on the second day of migration, we assigned experienced colleagues in the Jiangsu province to the Lacoste account. This ensured total process control and delivered results on the migration and IT front.

Our team worked around the clock, even on a public holiday, and shortened the order shipment time from 48 to 24 hours.

The result

Lacoste China was extremely satisfied, and in awe of our team that delivered in the face of a tight deadline.



As a direct result of Maersk's services, the customer was able to:

- Ensure the migration process was completed in just **8 days**, instead of Lacoste China's expectation of a month.
- Achieve **100%** fulfilment for the first D11 promotion. Lacoste's China also saw a **130%** increase in its T-mall e-commerce logistics performance score from **2 to 4.6** within a month.
- Reduce customer complaints by a staggering **80%** due to the added agility to Lacoste China's warehouse operations.

The Lacoste Global Team showed appreciation for Maersk's endeavors by presenting us with the 'Lacoste 2021 Logistics Supplier Excellence Award'.



Maersk and Lacoste Global Leadership Team visiting Wujiang Distribution Centre.



"Maersk made the impossible possible. It's a miracle."

- Mr. Jeffrey Zhu, Lacoste Greater China Senior Supply Chain Manager

Take the next step with Maersk

Our highly experienced contract logistics team is adept at project implementation and can help you achieve 100% e-commerce fulfilment. Take the next step with us for supply chain and logistics solutions that work to take your business to the next level.

You can write to us at APACmarketing@maersk.com.