

Case Study:

JOOLA

Industry
Sports Equipment

ERP
NetSuite

Website
www.joola.com

Overview

Established in Germany in 1952, JOOLA has been trusted by professional athletes as a premier manufacturer of table tennis and pickleball equipment, apparel, footwear and accessories for decades. The company introduced JOOLA Pickleball in 2022 and has quickly become one of the most in-demand brands in the sport.

JOOLA's support of North American Table Tennis (NATT), USA Table Tennis (USATT) and USA Pickleball (USPPA) helped fuel the growth of both sports in North America. In 2019, JOOLA was acquired by Sport Squad, Inc. It is headquartered in Rockville, Maryland, and has a wide distribution network with offices in Germany, Brazil and China.

Benefits & Key Outcomes



Time to process orders
dropped from 30 minutes to
30 seconds (98% reduction)



400% increased daily
order throughput



Seamless NetSuite
integration



Reduced shipping costs
with ShipHawk's rate
comparison feature

Challenge

Just as dedicated athletes approach their craft with speed, agility and determination, so must the brand they rely on for all of their must-have tools. JOOLA, like others in the sports industry, faces intense competition and is under constant pressure to deliver products swiftly to meet consumer demand. The company expanded its product lines to keep pace with a surge in pickleball popularity, creating even more pressure to fulfill orders on time.

JOOLA's previous shipping software had integrations with UPS, USPS, and FedEx, but the time spent waiting for orders to process significantly delayed operations. The number of manual decisions made by the warehouse workers, including box selection, carrier, and service level all increased shipping costs and there was no ability to rate shop in the system. Additionally, JOOLA needed to manage small parcel and less-than-truckload (LTL) shipments, requiring a more robust solution to handle its evolving logistics needs.

Solution

JOOLA leveraged ShipHawk's shipping solution to transform its fulfillment workflow, enabling a more integrated and efficient approach to shipping management. ShipHawk syncs seamlessly with JOOLA's existing systems to deliver a 98% improvement in the time it takes to process and fulfill orders. Previously, it took up to 30 minutes under JOOLA's old software to process an order, but this has been reduced to just 30 seconds with ShipHawk, resulting in an incredible improvement in fulfillment capacity.

"Before we had ShipHawk, we were struggling to push out up to 200 orders per day. We had to get the order picked, go into our integrator, and wait up to 30 minutes for the system to write back to the shipping software," said Yao Lin, Operations and Logistics Manager at JOOLA. "With ShipHawk, we're able to ship 1,000 orders every day."

With ShipHawk at its back, JOOLA has achieved a 400% improvement in shipping volume. Plus, it has instant access to multiple shipping carrier rates and counts on the solution to quickly identify the fastest and most cost-effective shipping rates for both small parcel and LTL shipments.

ShipHawk's Smart Packing™ feature for cartonization helps JOOLA select the right box or pallet for every order. Shipping palletized LTL shipments globally or for specific sporting events is easier than ever before, resulting in more satisfied customers and increased visibility for JOOLA in the US and abroad.



“ ShipHawk gave us a lot of visibility and insights into where we want our shipping level to be. That increased our fulfillment performance, as well as shipping speed and ability to tailor the customer experience

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Yao Lin
Operations and Logistics Manager at JOOLA