

# Wolverine Decreases Costs While Increasing Customer Satisfaction:

## Designing an Omni-Channel Supply Chain for Competitive Advantage

Wolverine specializes in work, sport and rugged casual footwear and apparel. The omni-channel retailer and wholesaler was experiencing capacity difficulties due to growth. The company needed to save money, increase visibility and improve cycle time to stores.

Wolverine partnered with enVista to develop a strategic supply chain network to support future growth and build a direct to consumer strategy as a competitive advantage. With enVista, Wolverine was able to:

- Reduce the cycle time from factory to customer
- Improve omni-channel service levels
- Significantly reduce transportation costs

As a result, Wolverine was not only able to save money, it was also able to increase efficiencies and improve customer service and satisfaction.





Decreased  
time to  
customer

**WOLVERINE**®

Cut  
transportation  
costs



Saved  
on  
inventory

