

Driving Sigma Beauty's Warehouse Efficiency and Scalability Through Digital Transformation

The logo for Sigma Beauty, featuring the word "SIGMA" in a bold, black, sans-serif font with a registered trademark symbol (®) at the end.

Aiming to improve the customer experience and enhance scalability for its rapidly growing B2C and B2B businesses, Sigma Beauty targeted an ambitious digital transformation strategy. The company planned to rebrand its website using an improved ecommerce platform and it needed a new warehouse management system (WMS) that could support increased order volumes. With seamless integration, mobile barcode scanning, and powerful reporting tools, Descartes Peoplevox™ was an easy choice.

“It’s fantastic working with a vendor that really wants to see us succeed. With Descartes Peoplevox powering our warehouse, we’re confident that our infrastructure will be able to support our strong growth trajectory for years to come.”

Jessica Knutson

Senior Operations Manager, Sigma Beauty

Company Profile

Sigma Beauty
Cosmetics & Beauty Supplies

Descartes Solution

Descartes Peoplevox™

About the Client

Since launching and quickly developing a devoted following, Sigma Beauty has become a leader in the cosmetics industry. Continuing to spread their reach, Sigma is now a well-established presence both online and in top fashion and beauty retailers around the world.

Quick Overview

Challenge

A focus on ecommerce requires a scalable WMS that can support higher order volume.

Solution

A WMS solution, with mobile scanning and powerful reporting tools, integrated seamlessly into existing platforms.

Results

- Boosted Productivity
- Saved Time Throughout the Fulfillment Process
- Integrated Seamlessly with Key Systems
- Effortlessly Handled Peak Order Volumes

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Challenge: High Order Volume Bottlenecking Fulfillment Processes

Setting its sights on a complete rebranding strategy for 2018 with a new website and transformed online shopping experience, Sigma knew that they needed to update their outdated warehouse management system with a more robust and scalable solution that could handle the increasing order volumes and rapid pace of change.

Jessica Knutson, Senior Operations Manager at Sigma Beauty, explains: "Our old WMS was very manual. Reporting was all done through spreadsheets, and we had no way to scan items in the warehouse. Tracking inventory was tough – especially when things weren't barcoded – and handling sales peaks was a major struggle."

Solution: A Scalable Warehouse Management System Designed for Ecommerce

Specifically designed to handle warehouse management for ecommerce order fulfillment, Descartes Peoplevox offered all the functionality that Sigma required. Most notably, Descartes Peoplevox's native Android app for mobile barcode scanning and capture made it easy for Sigma to keep track of all the items passing through its warehouse. Additionally, powerful reporting tools completely eliminated the need for manual spreadsheets.

With the help of integration partner, Zynk, Descartes Peoplevox delivered a solution that connected seamlessly with both Sigma's ecommerce platform and their third-party logistics (3PL) provider with a single point of integration for all three – allowing Sigma to ship orders from both their own warehouses as well as through their 3PL's, without the need for any additional processes.

Andrei Aghenii, Web Application Developer at Sigma Beauty, comments: "Whereas support from our previous vendor was quite minimal, as soon as we got going with Descartes Peoplevox, it was clear that they were invested in us. They worked with us to understand our business requirements and our tech stack, then tailored the solution to fit our needs."

With Descartes Peoplevox in place, Sigma is enjoying a host of benefits. From warehouse staff to management, everyone involved in the fulfillment process can work more effectively and efficiently.

"Productivity is through the roof," confirms Jessica Knutson. "The team loves the scanning functionality, and they love how the mobile app enables them to find items so quickly. Likewise, reporting is a breeze."

Now, even with the revamped website driving increased sales, Sigma can easily handle peak order volumes with optimised workflows and powerful tools from a world-class WMS.

Results:



Simplified Transition

An easy-to-use and easy-to-train solution presented Sigma Beauty's warehouse staff with zero issues transitioning to the new system.



Seamless Integration

Integrated with both their ecommerce platform and 3PL provider, Descartes Peoplevox improves warehouse management and ecommerce fulfillment with a single solution.



Saved Time Throughout the Fulfillment Process

Mobile scanning allows warehouse staff to quickly locate items and keep track of inventory throughout fulfillment.



Effortlessly Handled Peak Order Volumes

A scalable WMS enables a world-class level of customer service as the business continues to grow.