



CUSTOMER SPOTLIGHT

Customized solutions for safety

"Live. Safely." The SimpliSafe motto says it all. It's simple, it's secure, and it moves with you.

SimpliSafe is a start-up company founded by Eleanor and Chad Laurans, two Harvard Business School grads who have matched the need for security systems in city-dwelling apartments with the latest wireless technology available today.

They have taken the basic concept of a traditional home security system and designed both an affordable product and monthly service, specifically geared for apartments. By using entirely wireless components, SimpliSafe has built a complete system that a renter can self-install as well as take with them to their next apartment. As they say on their web-site, "We want to help you embrace the pleasure of city living while helping you to make smart decisions so you can feel comfortable and secure in your home."

All SimpliSafe components wirelessly communicate with each other and the Emergency Dispatch Center. SimpliSafe uses the REFLEX wireless network, the same network chosen by hospitals and emergency services for its high reliability. Additional components such as keychain remote devices can be added to the system prior to shipment.

SimpliSafe came to Barrett Distribution Centers for the fulfillment of their product line, and for our ability to power up, calibrate, test, and web-register individual systems prior to shipment to the customer.

A "Svelte and Stylish" design finishes off this product that is growing rapidly as SimpliSafe spreads the word about their unique product. "Most alarm systems are big and bulky. Not SimpliSafe. Our innovative design fits your space—because who says alarm systems have to be ugly to protect you? **Safety never looked this good.**"

Prior to shipment of SimpliSafe systems at Barrett Distribution's facility, we open each unit and add the necessary number of optional components, sync up the remotes to the base unit, record the serial numbers, add batteries, and register the unit with SimpliSafe so the user may sign up for the web-based service immediately upon receipt of their new system. Finally, we test all components for proper use before repacking and shipping.

Chad writes, "At SimpliSafe, our vision is to bring home security to people renting apartments—a segment of the market that has gone unserved for too long. To do this, we've designed a completely wireless security system that you can easily install yourself and take with you when you move. **Barrett fits into this vision by helping us to custom-build each system to our customers' specifications at the time of fulfillment and easily scale up to meet increasing demand.**"

Check out this innovative product at www.simplisafe.com

DIRECTOR'S POINT OF VIEW

Barrett's got a brand new look

Barrett has rolled out a new look with an updated logo (above) and website! The overarching goal of our logo and website redesign was to extend our company's reach into the national arena and to expand our customer base.

To manage the awareness and perceptions of customers, prospects, partners, community and our employees as to Barrett's solution capabilities, value proposition, and elements of differentiation, it was imperative that Barrett **achieve a sleek, modern look, while at the same time maintaining the appeal of our sturdy operations-based industry.** We partnered with BIGfish Communications to assist in the development of our new messaging. They also deployed new advancements in the field of web development to create a high quality, clean design for both the website and logo updates.

Our web copy was adjusted to focus on the qualities that differentiate Barrett from competitive companies.



What's the cost of incomplete communication?

My parish recently celebrated its 150th anniversary. To mark the occasion, Cardinal O'Malley traveled to our town to celebrate Mass. Every living former pastor returned to our church and concelebrated the mass with the Cardinal. It was quite a spectacle, with 6 priests wearing their cardinal-red robes and the Knights of Columbus ushering in the parishioners, adorned with feathered hats and drawn swords.

My kids were not quite as impressed. I had really built up the occasion to them, emphasizing the red wardrobe and huge hat that the Cardinal wears. Brian (9) thought I had promised him he would see a St Louis Cardinal baseball player. Kevin (5) thought he would see a live bird flying around the altar!

How many times does this sort of miscommunication occur in the workplace?

Think of how much time we waste because we fail to land our point completely with the receiver. I can think of countless examples of my own incomplete communication in the last year. Here are just a few:

- ▶ I needed to send a prototype warehouse receipt to our insurance broker so she could add our new Baltimore location to our policy. Instead of *explaining* to my staff what the broker needed, and why, I left it to chance. The broker received from us a sample ASN, instead of an actual receipt with the required terms and conditions. We had to resend the actual warehouse receipt. I could have saved everyone a lot of time (customer service, broker's, and mine!) if I had taken the time to explain the request more completely from the outset.
- ▶ Earlier in the year I asked Kevin Simone, our controller, to follow up with our CPA and find out when our year-end would be completed. I received bound financials in the mail within a week. What I really wanted was a meeting scheduled with the audit partner to review the financials, before they bothered to bind them!
- ▶ In renewing a lease recently, I stipulated that I wanted the Landlord to take responsibility to ensure that the railroad track remains active. The first draft came back

stipulating that the Landlord would not permit anybody to tear out the track for the term of our lease. I was really looking for a commitment on the part of the Landlord to be responsible for capital repairs. We got there in the end, but I would have reduced frustration on the part of the Landlord, the brokers, and me had I been a bit clearer from the start.

Email can often compound the problem.

There is no *handshake* with email communication, no active listening goes on at all! No ability for the recipient to paraphrase and confirm, and really be sure that the recipient is *hearing* what the sender was saying. Email is not dialogue, it is just a sequence of one-way iterations.

Think of your own examples, where you could have avoided frustration and iterations by providing greater clarity in your initial communication.

It is a two-way street, by the way—the receiver is just as responsible for the clarity. Here are the Active Listening steps we promote in the Barrett Leadership Training program:

1. **Acknowledge** the other person's concerns.
2. **Paraphrase** meanings, to better understand the message.
3. Use **Probing Questions** to get at the true message.
4. Validate that your **Perception** of the situation is on-target.
5. Remain **Quiet** enough to let the other person complete their thoughts.

One of the easiest steps is to echo back to the speaker, and make certain that you are accurately and completely hearing what the speaker is intending to say.

I tried this recently with my youngest son, Kevin, much to my chagrin. As I bent over to brush his teeth I thought I heard him say that "the red cardinal is really a bird". So I repeated this back to him, just a bit doubtful that I had heard him correctly. Frustrated, he pushed my hand away to dislodge the toothbrush out of his mouth and retorted, **"I SAID YOUR HEAD IS GETTING REALLY BALD!"** 🗣️

—Arthur Barrett, President

Feeling gratitude and not expressing it is like wrapping a present and not giving it.

— William Arthur Ward



New look, *continued from page 1*

The new messaging highlights **Barrett's ability to design customized supply chain solutions from the ground up.**

"Blueprint" is a new phrase that is a direct representation of the process Barrett uses to analyze, design, build, implement, and manage our third-party logistics solutions by leveraging the synergy of Barrett's people, process and technology. Impeccable customer service and continuous improvement remain a key part of the messaging as they are an integral part of the culture at Barrett.

Being three generations strong, coupled with having a relevant go-forward growth strategy, the new logo and web redesign reflects our leadership position in the outsourced supply chain marketplace. We will be implementing the updated logo throughout the organization. Check out our new site at www.barrettdistribution.com.

—Mike O'Donnell
Sr. Vice President, Customer Solution

CUSTOMER SERVICE

Recent changes in Customer Service



In the past few months you have been receiving emails from your customer service representative every two weeks advising you of our staff meetings. We have tried to pick a time that is the least disruptive to our customers but will allow us to pull the entire department together. We use this time to train, review procedures and reinforce good customer service skills. One of our objectives this year as a department is consistency; having staff meetings as a team will help us achieve our goal. We greatly appreciate your support and understanding.

Some of the other changes implemented are:

Extended Hours—We now have coverage from 7:30 am to 6:30 pm Eastern Time. This allows us to better service our mid-west and west coast accounts.

Cross Training of CSR's—A major focus this year is enhancing our written account management instructions by customer detailing the specific requirements in processing and shipping orders. One of Barrett's strengths is providing specialized service to our customers and we want to ensure anyone in customer service can help you. Improving documentation for your account will enable us to cross train more effectively. It should be transparent to you if your CSR is out, as we want you to have the confidence that any member of our team can help you.

In addition to keeping you updated on changes in the department, we will also review topics or questions that our customers often bring up. Some recent ones are:

Inbound Receivings—All deliveries require an appointment so we can properly plan staffing. Quick off loading and receipt of product is critical to improving your cycle time ("dock-to-stock").

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A CASE STUDY

The Customer: Original Style

The Challenges:

- ▶ Analyze Original Style inventory layout and picking process and implement the best layout and picking method for increased productivity
- ▶ Increase lines picked per hour by 10%

The Solutions:

- ▶ Reduced total footprint through consolidation and additional tiers added
- ▶ Analyzed replenishment amounts to fill the pick fronts efficiently
- ▶ Added additional pick-fronts
- ▶ Set up Sequential Picking and initiated cluster picking for small LTL orders

The Results:

- ▶ Finished re-engineering by late April
- ▶ **Realized a 24% increase in picking productivity in May and June over Feb/Mar/Apr**

—Bill Daly



inside this issue:

- Recent changes in customer service
- Barrett's got a brand new look
- Incomplete communication is costly

Recent changes in Customer Service, *continued from inside*

UPS Charges—Some of you have noticed higher UPS charges on some packages due to dimensional weight. Barrett's Process Engineering department has put together the following explanation to help you understand why some of the charges seem high.

Small package carriers (FedEx and UPS) charge shippers by *billable* weight, which is the larger of either the *actual* weight or the *dimensional* weight

- ▶ **Actual weight** is the package weight rounded up to the next whole pound.
- ▶ **Dimensional weight** reflects package density, which is the amount of space a package occupies in relation to its actual weight.
- ▶ **Billable weight** is the weight used to calculate the rate. The billable weight is the greater of either actual or dimensional weight of package.

The dimensional weight of a package is calculated based on the following formula:

Domestic Ground and Air: $L \times W \times H / 194$
International Shipments: $L \times W \times H / 166$
(all measurements in inches)

Example:

Package going ground to Zone 8 has an actual weight of 5 lbs.

- ▶ The box has dimensions of 24 x 18 x 18
- ▶ Dimensional weight $24 \times 18 \times 18 / 194 = 7776 / 194 = 40$ lbs.
- ▶ The billable weight is 40 lbs
- ▶ Shipping rate to Zone 8 :
5lb = \$7.34 40lb = \$30.90

As you can see there is a significant difference in price due to the dimensional weight method of calculating billable weight.

Dimensional Weight is applied :

- ▶ To all Air Shipments
- ▶ Domestic Ground shipments exceeding 5184 cubic inches
- ▶ UPS Standard to Canada shipments exceeding 5184 cubic inches
- ▶ For International Shipments

Please note that large packages are subject to a minimum billable weight of 90 pounds.

More information regarding UPS dimensional rates can be provided by your customer service representative at Barrett.

We appreciate the business you place with us, and hope you will call our customer service team whenever we can help you run your business better! 🇺🇸

—Deborah Miller, Customer Service Manager