



KIND is a snack food company that makes wholesome, delicious, and healthy snacks with ingredients like whole nuts, whole grains, and a variety of fruits and spices. By using premium ingredients KIND aims to provide consumers with the opportunity to do the kind thing for their body, tastebuds, and the world.

Accelerating Order Servicing

KIND's previous eCommerce solution consisted of two consumer storefronts as well as one B2B site. This meant that order management had to be done in an ERP that limited the flexibility of agents and increased time to serve orders.

Having their inventory management and order routing rules in separate ERP and Warehouse Management Systems (WMS) resulted in various data sync issues that required a great effort to maintain data integrity between the systems.

In order to solve these problems, KIND partnered with XCentium to implement Salesforce's Lightning Order Management solution with Omnichannel Inventory, resulting in a massive upgrade to KIND's online storefront experiences.

Streamlining KIND's Inventory Management

KIND needed a better way to communicate their data across disparate systems. Having vast amounts of fragmented data across their systems prevented them from achieving greater conversions and higher customer satisfaction. XCentium integrated Omnichannel Inventory and provided KIND with the ability to manage inventory data across multiple channels, storefronts and warehouses. KIND agents can now retrieve real-time inventory availability to shoppers, and reserve inventory when customers submit their orders, without compromising their data integrity.

With a customer-first order management system, XCentium enabled KIND with fast, efficient and personalized order fulfillment. This solution empowered KIND to operate at scale, while delivering a complete eCommerce experience.

By using Salesforce's Lightning Order management solution with Omnichannel Inventory, we were able to better access and manage inventory while automating PO based servicing.

CLIENT

KIND Snacks

WEBSITE

www.kindsnacks.com

INDUSTRY

Food Company

SOLUTIONS

Salesforce
Salesforce Order Management
Salesforce Omnichannel Inventory
Computop
Smarty Streets
JD Edwards
Klavo
WMS and 3PL

Key Integrations

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We integrated Smarty Streets for address validation which helped KIND identify and provide special support for commercial delivery. We took this a step further by delivering a system where order routing and overrides could be automatic based on Geo location and availability. Now KIND can keep orders efficient and allocate support for commercial delivery in real-time.

KIND's improved buyer experience has been expanded to include a "build your own box" customization. This new experience handles the fulfillment of custom assortments with an optional gift message.

XCentium delivered a solution that provides KIND agents with more flexibility and efficiency while also prioritizing the ever-growing wants and needs of KIND's customers. KIND's new Salesforce system mitigates the stress of communicating across multiple channels/warehouses, decreases the time needed to fulfill orders, maintains the integrity of their data, and more.

Project Outcomes

- Multiple sales channels
- Multiple payment instruments
- Omnichannel inventory
- Multiple warehouses
- B2B credit on support
- Bundles and custom assortments
- Split shipment based on customer geo location
- Automated PO based B2B Order servicing

