



Our Product is Service

Gerber Products

Case Study

The Challenge

As a titan in the global baby products industry, and with a customer base that has spanned virtually every growing family in the nation, Gerber Products can point to few things more vital to the company's success than the timely flow of information. That information, managed by Gerber's mailroom staff, must flow efficiently within the Fremont, Michigan-based company's facilities as well as externally—including the millions of people who rely on the Gerber Life Insurance program to help secure their children's future well-being. However, as Gerber has grown, the company has faced employee attrition and rising overhead costs, prompting the company to seek outside help to manage the massive volume of information flowing through its mailroom.

"Given the scale and complexity of our business, and the need to ensure that we can effectively communicate both internally and with our customers, we needed a partner who could both streamline our operations and remove some of the oversight that was consuming management's time and resources," said Terry Osborn, director of Facilities and Administrative Services for Gerber. "The

Location

445 State Street
Fremont, Michigan 49412

Services Provided

Mail center, inbound and outbound packing services

Challenge

Managing massive volumes of information flowing through the mailroom

challenge for us was finding a partner that was customer service-oriented, innovative and willing to step up to any challenge we might bring them. We found that, and more, with EG Managed Services."

The Solution

EG Managed Services brought both its logistics expertise and proven ability to precision-match the right employee to the right company to bear on the situation presented by Gerber. By placing employees who understand Gerber's customer-centric culture and streamlined business model—and are dedicated to exceeding the goals set for them.

EG Managed Services made an immediate impact, cutting internal mail delivery in half, to four times a day. Then, moving beyond

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reducing mail delivery, sorting and other typical mailroom functions, EG Managed Services began implementing logistics studies to explore further ways to reduce turn around times and costs.

“EG Managed Services has been able to provide us with an unparalleled level of service since we first started working together in 1994,” said Mark Borgman, supervisor of Supply and Mail Services. “They effectively alleviated our burden of oversight and have hit every goal we’ve set for them, no matter how out-of-the-box it might have seemed at the time. In addition, they have brought us employees who have not only elevated our productivity, but have earned us increasingly higher customer satisfaction scores over the years.”

As part of the growing relationship between the two companies, Gerber implemented an innovative compensation program for mailroom staff. If EG Managed Services could hit an ever increasingly difficult set of goals, Gerber would provide bonus dollars as a strong productivity incentive. As a company that thrives on meeting continual challenges and has the ability through its proprietary online screening and selection process to ensure the right fit for the right job, EG Managed Services has consistently reached those goals, further cementing its reputation as a provider of measurably better employees.

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“By building on our ability to provide innovative, cost-effective and customized solutions, combined with our love of a good challenge, we have been able to achieve our original streamlining objectives while simultaneously conducting additional studies to determine how and where we can be more effective for our client.”

Osborn concluded: “Gerber has always placed a high value on providing our customers with the highest quality products and customer service. Throughout our relationship with EG Managed Services, we have received the same high level of service that we would be proud to call our own. Their innovative approach, willingness to explore any possibility and deep understanding of how we run our business have made EG Managed Services a long-term, valued strategic partner for Gerber Products.”

 eg managed services

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