



Fast Facts

700 Shipments

In the first 3 months of partnership

2 Markets

Serving Lubbock and El Paso

2-Person Teams

Professional and experienced delivery teams

White-Glove

Fulfillment for Wayfair, Costco, Target, Lowe's, Academy and BJ's

A Scalable Final-Mile Solution Built for Customer Satisfaction

As a leading manufacturer of backyard playsets, pergolas, greenhouses, outdoor kitchens and saunas looked to expand their business, they needed a logistics partner capable of supporting high-volume seasonal demand, complex delivery requirements and an evolving product mix. Because the company sells directly to consumers as well as through major retailers like Wayfair, Costco, Target, Lowe's, Academy and BJ's Wholesale Club, they sought to strengthen their final-mile network and improve the customer experience across key markets in Texas and the Southwest.

Challenge

The company's rapid growth and multi-channel distribution model created increasing pressure on their supply chain. They needed a logistics solution specifically to support their direct-to-consumer fulfillment for large, bulky and high-value outdoor products. They also needed a partner that could improve customer satisfaction through positive delivery experiences and maintain consistent service levels during peak demand periods.

Prior to partnering with NXTPoint, the customer was experiencing service challenges with their previous carrier, particularly around reliability and the overall end-customer experience. Inconsistent performance was impacting satisfaction and creating operational friction, and as they looked to scale, it was critical to ensure these areas were addressed to set the stage for successful growth.



Delivering a Tailored Solution

NXTPoint Logistics implemented a customized final-mile delivery program designed to align with the brand's seasonal volumes and service expectations. Because the company required coverage across Texas and the Southwest, NXTPoint was able to leverage our existing network to reach high-growth markets, including El Paso and Lubbock, Texas. This strategic positioning allowed us to deliver directly to consumers' homes and provide backyard placement of the delivered items as needed. NXTPoint was also able to provide flexible capacity to accommodate peak demand periods while ensuring complete visibility throughout the process through advanced technology that allows for seamless system connectivity and real-time tracking across shipments.

The Results

In the first three months since the partnership began, NXTPoint handled nearly 700 shipments, created a more consistent and reliable final mile delivery experience and increased customer satisfaction. The brand has also expanded its partnership with NXTPoint to include final mile delivery for their smaller shipments. The partnership has helped the brand better align logistics execution with their brand promise by delivering large outdoor products reliably and directly to customers' homes.

Key Services

- Final-mile delivery to retailers
- Residential door-to-door delivery to customers
- Backyard placement for customers
- Real-time inventory, transportation and tracking visibility
- Scalable support for seasonal demand, volume surges and market expansion