ShipHawk

CASE STUDY

CRUMBL



Industry: Food & Beverage

ERP: NetSuite | Website: www.crumbl.com

Highlighted Solutions: ShipHawk WMS, TMS, & Audit

BENEFITS & KEY OUTCOMES

- Greater than 50% improvement in overall warehouse efficiency
- Average 3 minutes per order time savings
- Recovered $68K from carrier audit in first year
- Improved shipping margins due to increased visibility
- Master case pack time cut from 3–4 minutes to a faster smart-pack flow

OVERVIEW

Crumbl is a popular dessert franchise with a mission to bring friends and family together over the best desserts in the world. Crumbl was founded in 2017 and has grown from a humble cookie shop to the fastest-growing dessert chain in the US, with over 1,000 locations across all 50 states, plus Puerto Rico, Canada, and Mexico. Crumbl runs two warehouses, one in Utah and one in Ohio, and ships directly to franchise locations both nationwide and internationally.

CHALLENGE

As Crumbl scaled into one of the fastest-growing dessert franchises in the country, its warehouse operations faced constant change and complexity that its existing systems couldn't keep up with. Crumbl's weekly rotating menu meant ingredient demand could shift dramatically, with some specialty ingredients shipping as often as 40 times a year and others only once or twice. Warehouses often had to receive, process, and ship new inventory within days, while also fulfilling bulk shipments of operational supplies and marketing materials for 1,000 stores.

Crumbl originally managed orders, inventory, and shipping through Shopify, which was fast but lacked the controls needed to scale. As the company grew, it moved to NetSuite for its ERP, WMS, and shipping tool, but the system was designed around finance requirements rather than warehouse efficiency at higher order volume and scale. The WMS and shipping systems couldn't run simultaneously, making basic tasks cumbersome. Packing a master case took 3–4 minutes and 15–18 screen clicks, while printing a shipping label required employees to repeatedly switch between systems. Inventory accuracy was also a challenge, with the team relying on manual spreadsheets and a warehouse whiteboard that was updated weekly, making it difficult to see and act on operational data in real time.

Inaccurate shipping estimates created another major challenge. Franchise partners were charged upfront shipping estimates that had little correlation to actual fulfillment costs, while shipping speed and accuracy also fell short of expectations.

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The complexity increased across Crumbl's multiple warehouse operations. With warehouses in Utah and Ohio, each operating with its own profit and loss (P&L), plus a separate merchandise warehouse, split orders made it difficult to accurately attribute each warehouse's share of shipping costs for internal accounting. As Crumbl expanded into Canada and Mexico, it also needed dedicated international shipping and inventory processes.

Crumbl needed a warehouse solution that would work in tandem with NetSuite while providing the warehouse team with the speed, accuracy, visibility, and flexibility to scale.

SOLUTION

Crumbl selected ShipHawk **WMS**, **TMS**, and **Audit** specifically for its tight NetSuite integration, streamlined warehouse workflows, ability to tie upfront shipping estimates to actual fulfillment costs, and stronger inventory control. "Together, NetSuite for our finance team and ShipHawk for our warehouse team have been a magical combination for the business," said Sarah Wiley, technical lead at Crumbl.

ShipHawk upgraded Crumbl's multi-click packing process with a streamlined flow: pickers select items, and weight and dimensions populate automatically. "The change made the warehouse at least 50% more efficient overall. Fewer clicks in a system designed for the warehouse floor means real time saved," said Brett Telford, Director of Distribution and International Supply Chain. "It's a more efficient workflow for picking and packing. For certain orders, it took 15 to 18 clicks to navigate through different NetSuite windows just to pack one master case. With ShipHawk, you click off the items, pack the container, and it already knows the weight and dimensions."

ShipHawk's handheld-guided pick tours have also nearly eliminated mispicks, directing warehouse staff bin-by-bin rather than relying on memory or paper lists. "Going into the handheld and clicking begin pick tour, having it walk me bin by bin, that alone eliminated a lot of the chance for a mispick," said Telford.

On the shipping side, ShipHawk's Smart Packing cartonization solution accounts for actual box dimensions and weights instead of Crumbl's previous one-box-size default, enabling more accurate upfront shipping estimates and freight savings for franchisees.

ShipHawk improved fulfillment visibility with lot and expiration-date tracking across Crumbl's two warehouses, while also making inventory reconciliation with NetSuite easier. "The tooling is there to address inventory level changes between ShipHawk and NetSuite, and it was really helpful to see those changes and reports side by side," said Wiley. That visibility, combined with ShipHawk's responsive, ticket-based support model, gave Crumbl the flexibility to configure the system around its own business model rather than working within the constraints of its previous solution's out-of-the-box setup.

That visibility has also helped increase Crumbl's margins. According to their finance team, "having more visibility into shipping cost data on an order and product level has given us tremendous insight into how we look at our shipping margins." Another benefit for Crumbl has been ShipHawk Audit, which automates and streamlines the collection, analysis, and reconciliation of carrier invoices. In the first year, the Crumbl team has recovered $68,000 in carrier overcharges. As their finance team put it, "ShipHawk Audit has provided real value by flagging miscellaneous expenses we weren't tracking closely."

The predictability and efficiency ShipHawk brought to order optimization also led to an unexpected benefit: a full redesign of Crumbl's Utah warehouse layout. Previously, the team frequently moved picking and packing stations to adapt to changing conditions, what they called constantly running a defensive operation. With reliable, optimized order data from ShipHawk, Crumbl consolidated picking and packing near the bay doors, cutting foot traffic and creating a consistent workflow. That same optimization now extends beyond order fulfillment, supporting bulk shipments of operational supplies and marketing materials, including campaign signage, to all 1,000+ stores on schedule.

With ShipHawk, Crumbl has replaced reactive, whiteboard-driven warehouse management with a scalable, data-backed system built to support continued growth across the US, Canada, and Mexico. As the brand adds new markets and products, that same foundation gives Crumbl the accuracy and flexibility to keep pace without sacrificing speed.