

PURITY'S Post



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Purity Life's Brand Promise: Easy to Do Business with / the Path of Least Resistance

At Purity Life, we have been working hard for the last number years to make our business dealings with our business partners (retailers, brokers, and vendors) as easy and efficient as possible. Internally, we often refer to this as "the path of least resistance"; we picked up this phrase from the fact that, in nature, water always follows the path of least resistance, and we believe that our business partners should be able to follow this same path when buying from or working with us.

When a company is easy to do business with, people naturally want to do more business with that company. Examples of this would be high fill rates, fast processing of orders and credits, timely responses to inquiries, and ease of placing orders and looking up information. At Purity, we are always looking at our processes from the perspective of how easy we are to do business with; that is, is dealing with us the path of least resistance?

Although we are not perfect, we continually strive to see how we can improve. We often use the Lean principle of value stream mapping (VSM) to break down our processes to see where the inefficiencies are so we can improve and continue to strive to be easy to do business with—the path of least resistance. You can see some postings of our value stream mapping sessions on our LinkedIn page if you scroll through the updates; we conduct these about once a quarter, focusing on an area where we need to improve. Our most recent session was on the credit-authorization process, where we had identified that we were not easy to do business with given the backlog of credits we had to process. The outcome of our VSM session was the creation of a quick way, our CustomerLink system, for retailers to request credits online and get approvals in 24 hours. You will see an ad in this month's catalogue that highlights some of the features of our online credit-authorization process, including (1) Product Packaging Damaged, (2) Shipping Box Damaged, (3) Short Shipped, (4) Incorrect Product Shipped, and (5) Consumer Returns. Although we still accept credit authorization requests via phone and email, for the fastest turnaround time, CustomerLink is a great option.

Our next area of focus will be fill rates as this year has been a challenge, with a number of our vendors experiencing significant product shortages. We will be breaking down our ordering, receiving, and safety stock levels to see where we can improve on our end, and we will be talking to our vendors to see how we can help them. Of course, if there are other areas you believe we should focus on, we would love to hear from you so we can continue to promise "easy to do business with / the path of least resistance."

Thank you for your business!

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