

# SUCCESS STORY: CHEX FINER FOODS

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the goal.”

**CHEX**  
SINCE 1965  
FINER FOODS



# SUCCESS STORY



## BACKGROUND

Chex Finer Foods is a leading specialty and natural foods distributor in New England. Chex is a third-generation business that was founded in 1965 by Jay Isenberg along with his wife, Dorothy, and their son, David. Nearly fifty-five years later, the business has grown immensely and continues to thrive with the third generation of Isenberg's now at the helm.

## CLIENT CHALLENGE

In recent months, Chex made a commitment with a major new account to maintain a particular customer service minimum. The company also recently hired some new buyers due to normal personnel turnover. Over time, the team began to struggle and was falling short of their commitment.

## RESULTS OF HIMPACT

Chex Finer Foods had an experienced long-time buyer switch jobs, and as a result, some new buyers were hired. The new team of buyers were given challenging goals right out of the gate. Coupled with a learning curve of being new hires, the team began experiencing some difficulties meeting their targets across all vendors.

On top of that, its recent commitment to maintain a certain Customer service level minimum compounded the problem

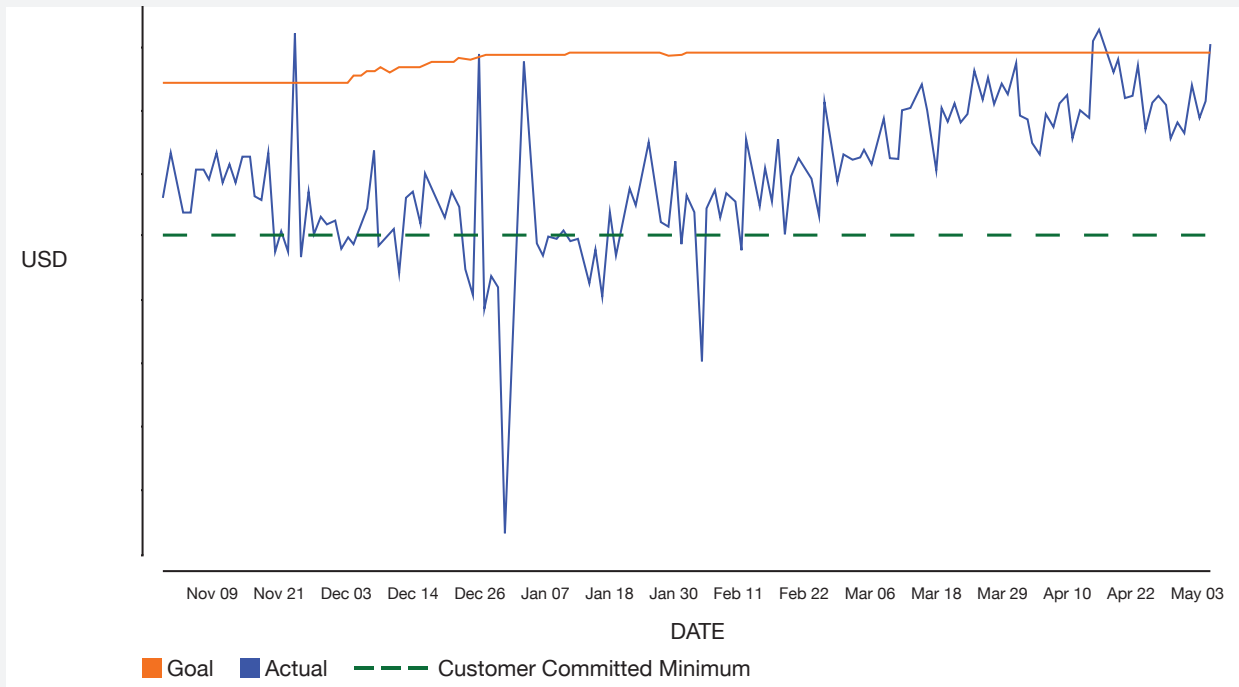
of new hires, new buyers, holidays and weather. Previously, Chex was meeting its target, however, due to various circumstances and situations, it began missing the mark on this new commitment.

In order to mitigate this situation, Chex reached out to Herlitz Inventory Management to see what could be done. Herlitz immediately began training the new buyers on how to accurately follow the HIMPACT system that was being used at Chex Finer Foods. The Herlitz team assured them that by following the system recommendations, they could easily meet or exceed the service level commitment.

In addition to training the new buyers, the Herlitz team started monitoring Chex on a daily and weekly basis to help further develop their abilities and teach them to be more proactive by using HIMPACT. One of the new buyers quickly caught on. This individual started getting more vendors for Chex helping them improve service to their customers. The others began to follow suit.

After a few weeks, customer service levels began to rise. Chex was soon hitting its goal for its client. In just a short time, customer service levels ran 1-2 percentage points above the goal. Today, customer service levels continue to be between 1-3 points better than the commitment every day with a monthly high as high as 96%. ■

Service Attainment





# SUCCESS STORY



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## ABOUT CHEX FINER FOODS

Chex Finer Foods is a regional, third generation, family owned specialty and natural foods distributor. Chex partners and collaborates with its customers and vendors to make a significant contribution to their growth and success. Founded in 1965, Chex “Delivers Excellence” through exceptional customer service, high quality products, and customized sales programs. Learn more at [www.chexfoods.com/](http://www.chexfoods.com/).

## ABOUT HERLITZ INVENTORY MANAGEMENT

Founded in 2009, Herlitz Inventory Management (Herlitz IM) provides tightly integrated Demand Forecasting, Order Optimization, Pro-motion and Forward Buying. Herlitz innovative designs are an industry standard; used by thousands of companies to optimize inventory.

With end-to-end visibility and new insights, HIMPACT is uniquely suited to today’s marketplace, delivering optimized buying quantities, highly satisfied customers and tighter inventory management.

