

VIBRANT HEALTH - VIDEO TRANSCRIPT

SYNOPSIS

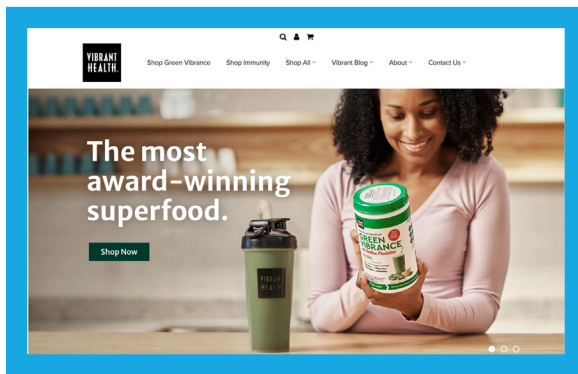
For more than 30 years, Vibrant Health has produced plant-based nutritional supplements, improving quality and potency, and being transparent about what goes into each bottle.

The supplier:

- Ranks #81 on the BE Top 100 list of top black-owned businesses
- Sells their products at 6,500 retail locations
- Distributes their supplements in the U.S. and 11 countries

Recently, the company saw large spikes in its orders as consumers focused on their health during the pandemic. When sales of their immunity products increased 400 percent, their purchase order process managed them efficiently with automated retail order fulfillment.

FEATURING



PAIGE PARKER
Co-President
Vibrant Health

TED PARKER
Co-President
Vibrant Health

“We’re up double digits. We would not have been able to manage that growth without having a system like SPS.”

- Paige Parker

TRANSCRIPT

Ted Parker: I'm Ted Parker, co-president of Vibrant Health. My focus is education.

Paige Parker: My name is Paige Parker and I'm the co-president and co-owner of Vibrant Health. Vibrant Health has been around for 30 years. We are a plant-based, nutritional supplement company.

Ted Parker: Vibrant Health is one of the largest black owned businesses in the country. It ranks #81 on the BE100 list, which is a listing of the top black-owned businesses in the United States. It's something that we're very proud of.

Right now, we're in 6,500 retailers within the United States. We're in 11 countries. You can find us online as well.



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Paige Parker: Before SPS, we were using manpower to process all of our orders. So, our customer service department was comprised of eight individuals to which we needed each and every one of them to process the orders that would come through on a daily basis. There were days that we would be hit with 300 orders between Whole Foods, Sprouts and some of our other large chains. And now, using the SPS platform, we're able to process those orders efficiently with less employees.

There's also a lot of errors that would occur because of the manual data entry that you would have entering orders. And that's also a thing of the past now.

Ted Parker: SPS allows us to have our employees focus on one of our guiding principles, which is education before marketing. It allows them now to spend more time doing education as opposed to processing orders.

Paige Parker: We've heard back from folks all of last year, all of 2020, how impressed they were with our ability to keep them fully stocked.

Ted Parker: Being former retailers ourselves, we know you wait sometimes to place the order to when you have one unit on the shelf, or no units and you're completely out.

When you place the order, we know that you're most likely out of stock on that product. So here you have a store that doesn't have any product on the shelf, and then they have to wait days to get it. If it takes us more than 24 hours to send it out, the end result is that customer who came into the store and is looking for our product won't find it.

Paige Parker: COVID brought up a huge amount of growth to the organization. We're up double digits. We would not have been able to manage that growth without having a system like SPS. Our immune skews are up by about 400%. If we didn't have SPS Commerce to facilitate the transmission of these orders, I would imagine we would perhaps have to hire maybe a temp agency or at least for new employees to just help with managing the orders.

The sky's the limit for us. I'd like to make Vibrant Health, a household name.

