



**Problem Solving**

## Helping a Leader in Hearing Solutions Make Noise in the Retail Space

Outstanding Service and Communication Overcome Extreme Delivery Challenges



“I felt a true partnership. We didn’t have a team to assign to this, so it was greatly appreciated that KDL’s team jumped in to make it happen. The communication, planning and follow-up KDL put in place was very reassuring, and we learned a lot from them that will help us in the future.”

- Maria Camosino, Marketing Manager/  
Retail Canada

### CHALLENGE

Sonova faced very tight windows for delivering product displays for a special promotion in 990 Best Buy retail locations across the US and Canada. The process was complicated by shipping personnel turnover, requiring new managers to jump into the project very late.

### SOLUTION

KDL quickly assessed the complications and delivery windows, then built a system of custom reports that provided daily tracking. The daily communication covered variables including customs issues, installer requirements, local delivery specs and other complications. KDL also recommended a secure approach for on-time delivery at a very small cost and designed a wave system of deliveries from farthest to nearest, completely avoiding missed shipments, damage costs and potential delays.



**Personal Service**

### RESULTS

KDL made communication between Sonova, its vendor and installers very fluid, interactive and effective under difficult circumstances, eliminating potential gaps or delays. The wave of deliveries unfolded as planned, which greatly benefited Sonova's relationship with its vendor and customer, as well as giving the Sonova team a blueprint for future deliveries.



“KDL’s communication and flexibility made my job so much easier. The wave system and communication were crucial and helped us avoid blackouts. Best Buy was very pleased that we could meet their promotion period deadline -we could not have asked for a better program.”

- Heather Jureski, Trade Marketing  
Manager/USA

**People Drive Logistics**

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