

# WHY SOKO MADE THE MOVE TO ONE WORLD DIRECT

## CUSTOMER STORY

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CASSIDY KELLY-THOMAS  
ECOMMERCE & MERCHANDISING ASSOCIATE  
SOKO JEWELRY



## ABOUT SOKO

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SOKO is a women-led, people-first ethical jewelry brand and tech-powered manufacturing platform built to connect artisan communities in Kenya with the global market.

Their jewelry is handcrafted in Kenya and every purchase directly impacts artisans, their families, and communities.

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*"Our previous order fulfillment center was unreliable when it came to receiving and getting orders out. We were spending a lot of time on oversight and ensuring things were done correctly. Now with One World Direct, we have the confidence that things are getting done correctly and accurately."*

~CASSIDY KELLY-THOMAS

# SERVICES USED

ORDER FULFILLMENT

## OVERVIEW



## WHY THE NEED?

SOKO's goal is to build their brand awareness, customer loyalty, and customer happiness. They're able to do that by offering more products and outlets where people can purchase them, so they needed a partner with the capabilities to help them grow their business.

Prior to One World Direct, SOKO was handling their order fulfillment through another 3PL. However, they were having issues meeting their Service Level Agreements (SLAs) and they didn't have the functionality to support other sectors where SOKO wanted to expand.

## WHAT WERE YOU LOOKING FOR IN A PARTNER?

SOKO needed a partner with great customer service, reasonable Service Level Agreements (SLAs) for picking, packing and shipping, as well as inbound receiving. On top of that, they needed a partner with capabilities for dropshipping, fulfilling B2B orders, and an order fulfillment company that was reasonably priced.

*"I often tell my co-workers that if they can think of it, OWD can probably do it. We have peace of mind in knowing they can meet any of our current and future needs."*

~CASSIDY KELLY-THOMAS



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 One World Direct

# INTEGRATIONS

**DROPSHIPPING**  
**NORDSTROMS**  
**MADEWELL**  
**SHOPIFY**

## OVERVIEW CONTINUED

### DID YOU RESEARCH OTHER PROVIDERS?

Cassidy looked into around 20 different 3PLs. She explored fulfillment centers that varied towards being really B2C focused, others that were more B2B focused, and everything in between. A lot of the research centered around the different capabilities each offered and making sure she found the perfect fit for what they were looking for and what they could afford.

### WHY DID YOU CHOOSE ONE WORLD DIRECT?

SOKO chose One World Direct for a couple of reasons:

1. Pricing was reasonable within the marketplace
2. OWD met all the needs SOKO wanted within a fulfillment center

"The great thing that really WOWED us, is that anything we were hesitant on, whether it was something that didn't match as far as price or a system wasn't in place, you worked well with us to ensure it was a happy partnership between the two of us," said Cassidy.

***"One World Direct operates at the highest level of customer service. They have never missed an SLA, accommodate any special requests, and are very responsive. We value OWD as a partner that is reliable."***

**~CASSIDY KELLY-THOMAS**



# HAPPIEST WITH OUR

TURNAROUND TIMES  
CUSTOMER SERVICE

## RESULTS



## SUCCESSSES

Compared to SOKO's previous 3PL partner, One World Direct gets orders out within the same day. Cassidy didn't have that option beforehand. "Most orders were picked, packed, and received within 48 hours, so we were waiting 2 days for an order to go out," said Cassidy. "That's really difficult to communicate to a customer - you place an order, you'll have to wait 2 days for tracking."

They also didn't have the option of the same shipping tiers that OWD has; standard, priority express, 2-day, and overnight. "We were really only able to ship things out standard and international."

"We're not at the point anymore where we're trying to figure out, what **can we achieve** and what **can we do** as a business within our fulfillment centers abilities. If we want to do it, we know One World Direct can help build a custom option for us. We aren't limited to the partnerships that we bring on, to the types of giveaways that we do, even to the shipping timelines we offer our customers. There's no limitation anymore."

"We're sending out more B2B orders, bringing in new drop shippers, expanding our reach to our customers and businesses, and we're actually being more creative on how we're shipping out our goods and what our giveaways are. Because it's all within reason, as long as we have enough lead time to ensure the systems are in place."

## FINAL THOUGHTS FROM CASSIDY

When picking a fulfillment center it's important to choose a partner that can grow with your business. Moving fulfillment centers is no easy task, so make sure you find one that works for you long term.