



LOVE TEA

Organic Tea

Website: www.lovetea.com.au

Location: Australia

Integrations: Xero, Woocommerce, DEAR API, PayPal

AFTER BRINGING THE LOVE OF TEA TO AUSTRALIA, 'LOVE TEA' BROUGHT A LITTLE LOVE TO THEIR INVENTORY MANAGEMENT.

THEIR STORY

The passion of Love Tea is so instantly apparent. The company was founded in 2006 by a very modest team in Melbourne, Australia. The two creators, Emma Watson and Damien Amos, were naturopathy students. The two brought different passions to the table: Watson's love for health and Amos' appreciation and interest in organics and conservation.

In just six years, the two expanded their original basic idea of organic tea crafting into a range of 20 different teas and other products.

The throughline and ethos of Love Tea is simple - hidden ingredients and no unnecessary additives or flavours.

The pair have an incredible range of products, and they have built a sizable community following throughout Australia and even the world. The company collaborates



THEIR STORY

with growers and small scale cooperatives in multiple countries, and also prioritizes minimal environmental impact, potent flavor, and health.

But the company knew it was behind with its archaic inventory management. Something had to be done to make sure the company could supply what it needed without losing sight of its main ethos and morals.



"Great things are done by a series of small things brought together."

VINCENT VAN GOGH



KEY CHALLENGES

- **Get rid of** an ancient and archaic inventory management platform.
- **Gain knowledge** of customer's buying habits and interests functionality.
- **Scale** business operations.

KEY SOLUTIONS

- Integration of the **multiple locations** feature.
- Addition of the **assembly module**.
- Accurate **data reporting and charting**.

KEY RESULTS

- **4 hours a day or 20 hours a week** a payroll saved.
- **A refreshed ability** to focus on doing what the company does best.
- Dramatically **streamlined live stock** on hand

THE CHALLENGES

Love Tea experienced major issues transferring stock due to the inefficiencies of their past system.

Emma Watson and Damien Amos had quite a few obstacles in their way. While they had a phenomenal product, they were missing a lot of key components which could be invaluable moving forward

There were substantial concerns. For one, the team was unable to gain important insight into their business. Their system was not set-up to provide proper reporting, forcing them to make decisions about the long term success of their business partly “in the dark.” When asked about the value of real-time insights, Damien Amos knew where he stood before and after DEAR. “This data is paramount when making any long term decisions and we



haven't had access to this information until we implemented DEAR.”

Scalability was a certain challenge. The company stressed this as a priority. Thankfully, they were able to tackle the next level of their business in more ways than one. When asked about scaling, Amos was contemplative and confident about the future of the company. “By streamlining the process, having better insight into how each process effects the big picture and being able to access the data from anywhere at anytime has been the biggest improvement we have noticed since changing to DEAR.”

He summed it up eloquently. “Having this information on hand really has helped us transition to the next stage of our journey.” As one can already see, these challenges all had viable and practical solutions.

THE SOLUTIONS

“Without any doubt DEAR has propelled us forward with streamlining much of the production and inventory management process for our business.”

Installation of the platform was not incredibly easy, as Damien Amos can attest. But there seems to be a strong sense that the problem partly falls on Love Tea’s past set-up. “Because we came from an ancient program that wasn’t cloud based and didn’t offer any great data, it did take us some time to get DEAR implemented along with the ad ons.”

The team worked through the initial challenges. “The biggest challenge for us was that we jumped the gun with going live so some of the processes weren’t fully understood prior to implementing and as such there were a couple of clunky data entries earlier on that were challenge.”

But the team came out the other side far better than before. “Without any doubt DEAR has propelled us forward with streamlining much of the production and inventory manage-



THE SOLUTIONS

ment process for our business. Our knowledge of each component of our business has improved due to the fact that we now have accurate data to make decisions on."

This last point is key. The team lacked the information they need to make informed decisions. They were assuming their consumers needed one thing, missing the data to build the evidence of "why."

Implementation of DEAR is a learning process. Thankfully, Amos was more than happy to share his experience with DEAR's support platform. "We are constantly utilizing the support team at DEAR for customizations and work arounds so that we get the best fit for our business. Again this was one of the deciding factors with going with DEAR in the first place."

"It was a great process from a support point of view and along with the video tutorials... the support is terrific!"



The support, though, was just the beginning. Love Tea really pushed forward with integrating the features they found most valuable. "We love the multiple locations feature as this has allowed us to effectively transfer stock as needed and be able to assemble in multiple locations. It also allows us to track when components are low or needing to be moved for batch purposes,"

But Amos' enthusiasm for DEAR hardly ended there, as he disseminated another vital feature for the business. "If you are assembling product you'll love the assembly module... it allows real time costs and for us it's based on FIFO batch." Amos continued. "We can see patterns in costs and components or products we need to review or improve."

THE RESULTS

When asked about the impact DEAR inventory management had on the team’s ability to make time for other tasks, Amos had a lot to say. “Just talking to the e commerce sync efficiency, we would be saving almost 4 hours a day or 20 hours a week, which over a year is a huge amount on payroll and not to mention the headaches that can cause.”

Amos really stressed the importance, “We run a kind of complex operation but streamlining live stock on hand with our ecommerce site has saved us thousands of dollars in time and headaches!”

Finally, when asked directly about how DEAR has opened up time for other opportunities, Amos was seemingly gleeful about doing what the team does best. “Having the live SOH feed into our ecommerce site has allowed us to focus on actually doing what we do best which is



making products with out having to waste time with adjusting stock on hand for each channel.”

The secret is “making products.” Love Tea always had an exceptional product. Their focus on local farming and building sincere relationships has turned them into a powerhouse player in organic



THE RESULTS

teas in just 13 short years. The manage to imbue health, wellness, and environmentalism in a lovely business ethos.

Unfortunately, the backend suffered.

With DEAR's numerous features, the team could focus their attention where it was always needed- the product. They played to their strengths. Emma Watson and Damien Amos love the product. DEAR helped give them the back infrastructure to let the product seamlessly move, without interruption, into the hands of as many people as possible.





IS MANUALLY MANAGING YOUR INVENTORY AND FULFILLMENT PREVENTING GROWTH?

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