



CASE STUDY: Gimminy Crickets & Worms

A fish and animal food supplier reduces cost of damaged goods and finds the attentive service they need.

“In terms of customer service, GLS is far superior to other carriers.”

Bill W. Wright
Gimminy Crickets & Worms

Most shippers want their packages to arrive on time and intact. Gimminy Crickets & Worms needs shipments to arrive on time and alive.

Gimminy Crickets & Worms, aka American Cricket Ranch, has grown and raised crickets and worms for nearly 30 years. It's one of the few reliable sources of organic, live food for pet owners, fishers and chicken farmers, as well as for zoos and pet stores.

Founder Bill W. Wright and his family run their business from a farm in in Bonsall, California, north of San Diego. A handful of employees keep the ranch running. Because Gimminy Crickets & Worms sells a low-cost product with precise shipping requirements, they need reliable carriers that can accommodate their needs and their modest budget.



CHALLENGE

To find a parcel carrier with next-day delivery that understands special handling needs.

Gimminy Crickets & Worms takes a lot of special precautions to make sure its crickets and worms survive the journey. They require either hot or cold packs when shipping to destinations above 85 and below 40 degrees. They package insects in either a container tube or egg crates to keep them safe, and they don't ship close to the weekends, to make sure packages don't sit any longer than they have to.

Because these living things can only survive in a box for two or three days, they have to ship overnight. Ensuring these small creatures arrive to their destination alive and healthy requires ongoing, close communication between the company and its parcel carriers.

Gimminy Crickets & Worms wasn't getting any of this with their previous regional carrier. Their top frustrations:

- Insects died in transit. The carrier often wrapped pallet shipments in plastic, cutting off the insects' oxygen supply.
- The carrier lost packages. How do you lose a box of crickets?



- The carrier blocked air holes when stacking boxes in the truck. More packages arrived DOA.
- With no dedicated account representative, the Wrights didn't know who to call when problems occurred.
- The company doesn't ship enough to negotiate high-volume shipping rates. To save money and ensure safe delivery, Carissa Wright often delivered packages herself.

All these challenges cost Gimminy Crickets & Worms money and customers. As a small business in a highly specialized niche, they couldn't afford to lose either.

SOLUTION

A new regional carrier with personable service and competitive rates.

To keep customers happy, Wright knew he had to find a more attentive regional carrier. He needed a company that would take special precautions to ensure his product could breathe. He needed a company he could trust, saving his employees from making long drives. GLS fit that description. Here's how:

- Gimminy Crickets & Worms got a dedicated account rep. That account rep helped solve any problems and relayed special requests to the operations team.
- Priority overnight delivery at ground service rates to select areas saved the company money.
- Flexible delivery options, including earlier pickup and delivery times. Less time in boxes means healthier crickets and worms.

RESULTS

Less package damage and regional shipping cost savings. Crickets and worms arrive to their destinations healthy.

- Packages arrive intact. Personal service means GLS handles shipments properly (no suffocating plastic wrap) and stacks them to ensure proper ventilation. This keeps product alive and healthy, dramatically reducing the number of complaints and replacement orders.
- Lower shipping costs. The company lowered regional shipping costs by switching to GLS.
- Improved customer service. When Gimminy Crickets & Worms has a problem, question or request, they call their dedicated account rep. No more waiting on hold to speak to someone who doesn't know the business. Improved communication ensures successful deliveries with few insect fatalities.
- Faster transit times. Where other carriers take two to three days to deliver packages, GLS takes one or two. Because products' lives are on the line, that extra one to two days ups the odds of healthy, high-quality live food for pets, zoo animals and fish across the United States.

With GLS, we're able to schedule shipments to be picked up earlier, which is essential when shipping live product. We value that flexibility and support."

Bill W. Wright
Gimminy Crickets & Worms

Learn more about
GLS Services:

Priority.
Ground.
Freight.

Contact a sales
representative
today:

1-888-SHIP-GLS
www.gls-us.com