

veho + KENDRA SCOTT

Veho & Kendra Scott

Case Study

How Kendra Scott Improved Their Bottom Line
Through Superior Customer Delivery Experience



Austin-based jewelry and accessories brand **Kendra Scott** is known for delivering omni-channel elevated customer experiences across their network of 150+ namesake experiential stores, wholesale partners, 850+ specialty boutiques, and online.

As e-commerce volume has grown year over year, **the brand saw a need to rethink its legacy logistics approach** and find more flexible, cost-effective parcel delivery solutions—without compromising their iconic customer experience.



The Challenge:

Delivery as an extension of the in-store experience

Leadership sought a modern solution: one that could reduce freight costs, maintain service standards, and act as a true extension of the in-store brand experience, but at the customer's doorstep.

Traditionally, the brand relied on a single-carrier strategy. While effective in previous years, this approach created limitations in a rapidly evolving logistics environment—especially one increasingly impacted by rising costs and service variability.



The Solution:

Veho Ground Plus

Global VP of Sourcing and Supply Chain Danay McKain first connected with Veho at an industry event, impressed by Veho's tech-forward solutions and customer-centric model. She immediately identified alignment with Kendra Scott's brand values, and an opportunity to grow with Veho.

"Veho was focused on technology and still keeping the customer top of mind. They felt like the future" – Danay McKain, Global VP of Sourcing and Supply Chain

From real-time text messaging and Perfect Placement photo proof of delivery, Veho's 1-3 day delivery with Ground Plus created additional customer touchpoints that other carriers didn't offer—mirroring the brand's in-store experience.



The Partnership



Kendra Scott partnered with Veho in mid-2024, taking a thoughtful and strategic approach to implementation.

The goal: ensure operational readiness and stakeholder alignment well ahead of the critical holiday season.

The rollout began in the summer, intentionally timed to allow for controlled testing and a gradual scale-up before peak. The team focused on ground residential shipments within their e-commerce channel, allowing them to measure performance in a high-impact area.

Internally, Kendra Scott built strong alignment across finance, customer service, and supply chain teams to ensure shared goals and clear communication. Key success metrics—including on-time performance and customer satisfaction—were monitored closely throughout the pilot.

The Results

Within just **six months** of working with Veho, the impact was clear:

2% reduction in freight spend

2 full percentage point reduction in freight spend as a percentage of revenue

Simplified Forecasting

Simplified forecasting with **transparent, predictable pricing**

Enhanced Customer Experience

Enhanced customer experience via proactive communications, real-time tracking, and **delivery transparency**



Danay McKain

VP of Global Sourcing and
Supply Chain

“We onboarded Veho in 2024 and saw a **two full percentage point reduction in freight spend** as a percentage of revenue.

That was material. That was very meaningful.”

Kendra Scott's **Advice For Other Brands**

Danay emphasized the importance of cross-functional collaboration and embracing change when introducing new carriers. She also highlighted the value of leveraging the right technology to manage a diversified carrier network.

“Change is hard. But Veho made it easy to build trust through a strong ramp-up plan and visible results. My advice: give yourself room to test, and build the tech stack to support it.”

With a successful peak behind them, Kendra Scott and Veho continue to partner on expanding service and delivering customer-first logistics innovation.



“We share a mission of keeping the **customer at the center**. That’s what keeps us in business—and that’s why we chose Veho.”

Danay McKain, VP of Global Sourcing and Supply Chain