

Built to Last: How BURLEBO Turns 99% OTD Into Brand Loyalty

For BURLEBO, customer experience has never been limited to what is inside the box.

The company built its brand around hospitality, family, and doing things the right way. That can mean pulling extra inventory off the shelf and putting it into an order as a surprise. It can mean giveaways, trips, and experiences that bring customers into the BURLEBO community.

As BURLEBO has grown, that same philosophy has shaped how the team thinks about delivery. Corey Meador, BURLEBO's Director of Operations, has made it his job to ensure that philosophy doesn't get lost as the business scales.

“In the early days, it was simple — get the orders out the door. But simple also meant limited. As we've grown, that's changed. We now have far more flexibility in how we deliver, and that lets us shape the experience around what our customers actually want.”



Corey Meador

Director of Operations

BURLEBO



That optionality has become important to how his team operates day to day. BURLEBO can make different decisions based on the customer, where they live, cost, and the quality of the experience. Instead of being locked into a single way of doing things, Corey's team now has the flexibility to choose what fits for each individual order.

Never let logistics be the reason a customer's experience falls short, that's become one of the team's core goals. For BURLEBO, the thinking behind it goes back much further than shipping. The company was built as a family business, with a simple belief that how you treat customers matters. As BURLEBO has grown, that belief has shaped more and more of the decisions behind the scenes, including how an order gets from the warehouse to the customer's door.

Once someone places an order, the experience is no longer just about the product. It's about whether it arrives when expected, whether the customer feels taken care of, and whether the final interaction lives up to everything the brand promised along the way.

That's why delivery has become more than an operational consideration for the team. It's another opportunity to do right by the customer.



Building Confidence in the Delivery Experience With Veho

BURLEBO needed a shipping partner that would act as an extension of their own brand, one that valued their customers as much as they did, and gave them confidence in every delivery.

They found that partner in Veho.

With Veho, BURLEBO sees a 99% on-time delivery (OTD) rate, a level of consistency that's become fundamental to how the team thinks about the customer experience. But for Corey, the real value is not just the number.

It's the confidence.

Confidence for Corey and his team that an order reached the right place and person. Confidence that they can understand what happened if something goes wrong. And confidence for the customer that BURLEBO can actually help them rather than simply telling them an order was delivered.

Veho's delivery photos, location validation, and two-way communication create another layer of quality assurance. They give the team better visibility into what happened at the doorstep and more information when a customer has a question.

For Corey, that confidence shows up less as a heroic effort and more as a constant, everyday reassurance, especially for customers who are new to Veho.

"Transparent delivery details improve the quality of the overall experience," explained Corey. "Customers have peace of mind knowing exactly where the package was placed."

That peace of mind has shaped how BURLEBO's customer service team thinks about delivery, too.

99%

ON-TIME DELIVERY RATE

"We prefer Veho to others because of the proof of delivery. It gives us a level of accountability we didn't have before. We know exactly what happened at the door, every time."



Corey Meador

Director of Operations

BURLEBO

More Choice as BURLEBO Grows

Growth has brought new complexity to how BURLEBO serves its customers. A solution that works well for one customer or one market may not be the right answer somewhere else. Urban markets can look very different from rural ones. For every order, the team can compare Veho's available delivery options and choose the one that makes the most sense for that particular shipment.

For Corey, that optionality has translated directly into savings and simplicity. "Veho prices are extremely competitive," he explains. "This results in Veho winning the label a high percentage of the time."

He also points to the flexibility Veho offers on the fulfillment side, the ability to mix shipments with varying ship speeds into the same container. For a business the size of BURLEBO's, that reduces complexity, eliminates sorting mistakes, and gives the fulfillment team back more time to run their operations.

While cost is important, the BURLEBO team also knows that a poor delivery experience carries its own cost, one that eventually shows up on the P&L. So when Corey's team weighs speed against price, they try to see the decision through the customer's eyes.

"Would I pay a few cents more to get my package one to three days sooner?" Corey said. "For us, the answer is yes. Speed to the customer matters more than the marginal cost of providing it, especially in today's fast-moving retail environment."



Keeping the Personal Touch at Scale

BURLEBO's culture is deeply personal, and it shows in how the team talks about the business. They talk about being family-oriented, about integrity, about wanting every employee to genuinely understand and believe in the brand, not just clock in and ship boxes.

That philosophy shows up in the small moments that don't scale easily: an extra item slipped into a box as a thank-you, a father-son hunting or fishing experience built around a customer's purchase, a note added just because someone on the team wanted to surprise a customer.

None of it is required. All of it is deliberate, the kind of thing a company does when it actually cares whether a customer smiles when they open a box, not just whether the box arrives.

Having greater visibility and more choice in how packages move gives the team a way to hold onto that same feeling even after a box leaves the warehouse, to make sure the customer still feels like BURLEBO cares, even as the business grows.

"Because when a delivery goes wrong, the cost of fixing it, for the customer and for our bottom line, is always **higher than the cost of doing it right the first time.**"



Corey Meador
Director of Operations
BURLEBO