

VPSI STRENGTHENS THEIR SUPPLY CHAIN WITH THE HELP OF KUEBIX TMS

Kuebix is Helping VPSI **Expand Distribution** of their Products Regionally While **Emphasizing Customer Service**



For 60 years, Veterinary and Poultry Supply, Inc. (VPSI) has been a family owned and operated business headquartered in Goshen, IN with branches throughout the Midwest. The company distributes a wide variety of animal health and nutritional products for poultry, cattle, swine, horses, sheep, goats, deer and even small animals. As their business began to expand regionally, VPSI turned to Kuebix TMS to help manage new carrier relationships and an increased number of orders.

Thad Stuteville, Sales Support & Customer Service at VPSI, has been with the company for 16 years and has seen the company's growth first-hand with the addition of a Premium Orange Label Calf Milk Replacer. During implementation of Kuebix TMS, Stuteville was pleased with the support and usability of the platform.

“When we first started with Kuebix I just loved it, it's so simple to use. If I have any questions I can call and get an answer right away! We have more than one user on the system. When they were on-boarded, I honestly expected to hear a lot back. But they were able to jump right in!”
- Thad Stuteville, Sales Support and Customer Service

In the past, VPSI relied on their sales team to hand-deliver the majority of their products to customers. VPSI places a heavy emphasis on customer service and knows the importance of retaining those relationships. Even as the business grows past the sales team's ability to hand-deliver all orders, VPSI is strengthening its supply chain with the addition of competitive parcel rates from a variety of carriers who value customer experience as much as they do. Kuebix is making it easier for the company to manage these new relationships, free up time for the sales team and ensure customer satisfaction.

“The easiest part of changing our delivery model was working with Kuebix! It was more than I expected from a system. It's simple.”



Melinda Burton, Branch Manager at VPSI Mentone, is a daily user of Kuebix TMS. As an increased number of orders continue to come in across the Midwest and even further afield, Burton has been able to leverage Kuebix to connect carriers, compare rates and book shipments. It's meant scaling the business all while completely revolutionizing their logistics processes.

Now, VPSI can manage orders and make deliveries to customers all over. VPSI is growing its new calf milk replacer and continues to offer farm, stable, feed store and other livestock businesses the high level of support they deserve.



**VETERINARY AND POULTRY
SUPPLY, INC.**

Distributor of animal nutrition,
equipment, and a variety of health
care products.