

Interview with Helena - COO at Ovatterra

Name: Helena

Company: Ovatterra

Role: COO

TVP Services Used: Fulfillment

Company Size: Early Scaling

Company Type: Fertility Supplements D2C

1. Can you describe your role in your company and your involvement with TVP NYC?

As the COO of Ovatterra, I oversee all operational aspects, including supply chain, logistics, and fulfillment. Given that our fertility supplements are sold largely on a subscription model, it's crucial that our customers receive their products on time. I work closely with TVP to ensure consistent fulfillment and timely deliveries.

2. What challenges did your company face before partnering with TVP NYC?

Before partnering with TVP, our biggest challenge was ensuring that our customers received their supplements on a strict timeline. Any delay in deliveries could seriously affect our customers, as missing a dose can impact their fertility treatments. Managing this in-house became too challenging, and we needed a fulfillment partner who could handle time-sensitive deliveries without fail.

3. What made you choose TVP NYC over other fulfillment providers?

We chose TVP because they offered reliability and the ability to scale with us. Their fulfillment processes ensured that we could maintain a consistent delivery schedule, which is absolutely critical for our customers who rely on our products to follow a strict medication regimen. Their track record with other D2C brands and the customer support they offer were key factors in our decision.

4. Which specific services (eCommerce, fulfillment, production) have you used, and how have they benefited your business?

We primarily use TVP for fulfillment. Their ability to consistently deliver on time has been vital for our subscription-based business model. By outsourcing fulfillment to TVP, we've been able to focus on scaling without worrying about logistical hiccups. This has greatly improved our customer satisfaction and retention, as timely delivery is essential for our product.

5. How has TVP helped streamline your operations or reduce internal effort?

Outsourcing fulfillment to TVP has reduced the pressure on our internal team. Their management of inventory and logistics ensures that we meet our customers' needs without any delays. It has allowed us to focus on growing other parts of the business while knowing that our customers will receive their orders on time, every time.

6. What suggestions do you have for improving TVP's services to better meet your needs?

Given the time-sensitive nature of our products, we'd appreciate even more proactive communication regarding any potential shipping delays. Additionally, more advanced forecasting tools that help us predict demand and plan restocks better would ensure that we're never out of stock. This is crucial to maintaining the trust of our customers.