



CASE STUDY

Conn's HomePlus Transforms Hub-and-Spoke Distribution with TrueCommerce VMI



Conn's HomePlus is a leading home goods retailer with 150 stores and a next-day delivery model across 15 states.

About Conn's HomePlus

Conn's HomePlus, headquartered in The Woodlands, Texas, is a prominent U.S. retailer of furniture, electronics, mattresses, and appliances. Known for its next-day delivery promise, Conn's operates a hub-and-spoke distribution network across 15 southern and western states. Facing inefficiencies in forecasting and truck utilization, Conn's replaced its legacy replenishment system with TrueCommerce's VMI solution to streamline distribution, automate replenishment, and maximize efficiency from warehouse to store.

The Objective

To replace manual forecasting and outdated min/max logic with an automated replenishment platform that supports store allocation, improves truck building, and reduces operational overhead. Conn's aimed to gain inventory visibility across its RDCs and Hub-Spoke DCs while improving efficiency, accuracy, and scalability to sustain its next-day delivery standard.

Challenge #1

Manual min/max forecasting was inefficient and error-prone

Challenge #2

Truck building lacked optimization, reducing load efficiency

Challenge #3

Store requests overwhelmed IT with replenishment changes

The Solution

Conn's implemented TrueCommerce VMI across its two RDCs and 11 Hub-Spoke DCs, followed by rollout to 146 stores. The solution enabled dynamic forecasting, automated replenishment, and truck rounding capabilities that optimized cube utilization and reduced truck counts. The system's integration eliminated the need for spreadsheets, empowered store managers, and decreased product touch points. With a flexible implementation tailored to their internal facilities, Conn's leveraged TrueCommerce's collaborative support to align VMI with its unique distribution model.

The Results

TrueCommerce VMI empowered Conn's to automate replenishment, optimize truck utilization, and reduce costs across its supply chain. By moving away from manual min/max allocation, Conn's improved forecasting accuracy, reduced returns, and minimized product handling. The tailored approach from TrueCommerce created a scalable system for sustained ROI, supporting Conn's business growth and its high-speed delivery promise.

“TrueCommerce VMI gave us back all that time to focus on financial planning, assortment management, and vendor receipts. The ROI began compounding within weeks.”

Michael H. Lockett II
Executive Director of Logistics and IT Management, Conn's HomePlus



Up to 80% of warehouse VMI benefit from automated truck building



Significant decrease in transfer trucks by week three



Drastic reduction in store change requests to IT