



Founded over 40 years ago by Jean Nidetch,  
**Weight Watchers is now the**  
global leader in weight management services,  
providing 50,000 Weight Watchers meetings  
each week in countries all over the world.



**In the UK alone, over 6,000 meetings are held each week for more than 350,000 members by one of 1,700 Weight Watchers leaders.**

Weight Watchers' singular mission is to help people lose weight in a sustainable way by helping them adapt a healthier lifestyle and a healthier relationship with food and activity. Constant innovation to find new ways to help more members has been a hallmark of its success.



Norbert Dentressangle have continued to provide Weight Watchers with increasing levels of excellent service through a real partnership approach, their willingness to immerse themselves in the Weight Watchers business and culture enables them to be increasingly proactive and specifically tailor their future solutions.



**Duncan Aspden**  
*Supply-Chain Director,  
Weight Watchers*



## THE CHALLENGE

- Weight Watchers needed a robust and responsive logistics solution for the timely dispatch of materials to 1,700 locations. Materials include programme literature, saleable items (snacks, chocolate bars, cookbooks, scales, etc), seasonal promotions and point of sale material.
- Weight Watchers run a number of seasonal promotions, where increase demand for product needs to be managed.
- The solution needed to include the provision of a logistics support help line for any Distribution related queries.
- To develop the transport network and increase customer satisfaction.
- To ensure a smooth transition from previous suppliers, to overcome the internal barriers to change.

## OUR SOLUTION

- Norbert Dentressangle worked hard to quickly understand the Weight Watchers business, culture and future strategy from the outset. Enabling a speedy response to operation solutions, including implementing new systems, to improve product traceability throughout the supply chain, EDI links and processes and carefully selecting appropriate partners where required and engaging with colleagues and customer teams in all business areas.
- Norbert Dentressangle solution provides additional temporary warehousing facilities and value added services such as kitting, when a promotion takes place to incorporate the increase in sales and demand.
- Norbert Dentressangle's overall solution for Weight Watchers included the operation of the 'logistics support' call centre.
- Norbert Dentressangle took ownership of the network and re-engineered the entire supply chain.
- Norbert Dentressangle's solution began with engaging Weight Watchers' colleagues.
- Listening groups were immediately instigated to gather feedback, input and ideas. Cross-functional teams were set up to encourage working together.

## THE BENEFITS

- Greater accuracy, reduced costs, and improved customer service. Norbert Dentressangle's solution has increased the flexibility of delivery services to leaders, and improved pick accuracy significantly.
- **Flexibility and scalability:** A reduction in delivery cost has been achieved by reviewing despatch pack sizes and quantities, reducing courier costs and by selecting the carrier most appropriate to the leader's delivery location.
- **Seamless interface:** The call centre provides a seamless connection between Weight Watchers and its leaders.
- The flexibility of the network significantly improved product availability, increasing customer ordering flexibility, reducing inventory levels, and increasing customer satisfaction, enabling Weight Watchers to further expand its business and increase membership.
- Employees quickly established trust with the Norbert Dentressangle team and solid relationships formed to establish the current long term relationship, which grows stronger each year through continuous operational improvements, adoption of additional services and consistent review of business priorities to ensure alignment.

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