



The Cheeky Panda's journey to  
**sustainable rapid growth.**



"We wouldn't be where we are without the support of Zendbox. Our ecommerce fulfilment is one of the most important factors to the logistical success of our business. We're now ready for the next stage in our journey to a more sustainable planet, backed by sustainable, reliable operations."



Julie Chen, Co-Founder and CEO, The Cheeky Panda.



## Problems



Customers receiving incorrect items causing an influx of customer service issues.



Wrong item quantities picked in the warehouse causing incorrect stock number and missing stock.



Overselling online due to inaccurate stock levels.



Limited packaging capabilities meant unbranded packaging.



# The Company

When husband and wife, Chris Forbes & Julie Chen took a trip to China in 2016, they first learned about bamboo harvesting. They also saw a surplus of bamboo crops that they knew could be used as a sustainable source for toilet paper production – and that it would mean **65% less carbon emissions** than traditional suppliers.

From that moment, they were captivated by the benefits this would bring to the environment and what could be achieved if it was used widely across the globe.

The Cheeky Panda now provides sustainable, hypoallergenic toilet paper and other tissue products made entirely from bamboo to thousands of customers every month.



**Chris Forbes & Julie Chen**  
Co-Founders of The Cheeky Panda



# The Challenge

Since starting in 2016, the business has seen huge growth. While growth is good for the business, the rapid expansion came with operational challenges, particularly when it came to the logistics of what happened after customers had hit the buy button.

The major issues stemmed from errors in the warehouse with picking and packing. Regular mispicks on either the quantity or the SKU led to time and money being lost on managing, communicating and redelivering the correct orders to customers.

An equally important factor in selecting a new 3PL for The Cheeky Panda was packaging capabilities; it needed to meet two criteria:

1. **To be recycled and fully recyclable, which meant using cardboard and gummed paper tape to avoid plastics.**
2. **To be fully customisable and printed with the brand logo and messaging.**

**"We had some major operational headaches that were exhausting us. The hours spent managing customer service queries and fixing problems were out of control. We wouldn't have been able to continue like that as it just wasn't sustainable."**

“For our DTC channel, **ownership and communication of our brand and values** is one of the most important factors to the success of our business. **Our packaging is a key touchpoint** with customers that needs to reflect our commitment to **reducing environmental impact** and promote the TCP brand effectively”.





## The Solution

The driving urgency for The Cheeky Panda was its need for accuracy of stock levels, accuracy of picking orders, and accuracy in reporting.

A triple scan process with barcoding, QR technology and auto-weigh transport belts guarantees a 99.99% pick and pack accuracy at Zendbox.

The real-time stock visibility in Zendportal enables 24-hour access to data, with the ability to make any edits to orders live on the system. The portal is connected directly to the company's online sales channels and delivery couriers, so data is always up-to-date and the team is able to keep an eye on their stock.

**"Since onboarding with Zendbox, everything has been delivered on time with razor sharp accuracy. We have not experienced any pick errors at all - the only problem that stops us selling more now is running out of stock.**

**We've saved on operational costs as we spend less time managing and correcting errors, and costs for delivery are now far more predictable".**



For Julie, this means being able to accurately report and forecast using reliable information.

Most importantly, this has allowed The Cheeky Panda to improve customer relationships and make sure that every experience they provide is a good one, resulting in a current 85% 'excellent' rating from reviews on Trustpilot.

Now, if a query from a customer comes in, the team can quickly access the information they need in the portal, and they have full support of the Zendbox customer service team around the clock.



**"Now we are in full control of how we service our customers thanks to Zendbox, we plan on helping more people benefit from bamboo harvesting and intend to have the biggest impact we can on our planet!"**



# Any Questions?

## Customer Success:

Amit Shingdia  
[amit@zendbox.io](mailto:amit@zendbox.io)

## Technical Support:

Alex Mitchell-Hewson  
[alex@zendbox.io](mailto:alex@zendbox.io)