

ColdTrack Delivers Industry-First 100% Pack Accuracy Guarantee™ with Deposco WMS Platform

How a technology investment in Deposco enabled ColdTrack to transform from being an average provider to offering unprecedented performance guarantees in perishable logistics

Overview

[ColdTrack](#), a leading provider of pick-and-pack logistics for cold and frozen ecommerce brands, is offering the industry's first 100% Pack Accuracy Guarantee™ following an investment in technology and automation. At the heart of this transformation is Deposco's [supply chain execution software](#), which enabled ColdTrack to achieve 99.8% pack accuracy rates and fundamentally transformed their operational excellence.

The partnership has delivered measurable ROI across productivity, accuracy, and customer retention while enabling ColdTrack to shift from defensive damage control to offensive market differentiation through performance guarantees no competitor can match.



25-30%
Increase in
productivity



80-90%
Reduction in
customer credits



0%
Customer losses due
to operational issues





The Challenge: Complex Cold Chain Operations

Cold chain fulfillment presents unique complexities that differentiate it from standard ecommerce operations. Each box at ColdTrack is hand-packed according to unique customer Standard Operating Procedures (SOPs), with varying coolant requirements based on destination temperatures and shipping duration.

"We have full traceability. We know the lot of each SKU in every single order as it goes out the door. From the moment we receive it, identify the lots, tie those to the pallets; that is traced all the way through every action within the facility."

Warner Siebert
Chief Revenue Officer, ColdTrack

Before implementing Deposco, ColdTrack struggled with manual processes that created operational vulnerabilities and customer apologies. They had great people, and wanted to invest in the systems that would support the operational excellence they stand for.

The Solution: Comprehensive WMS Transformation

After an extensive evaluation, ColdTrack selected Deposco as their [WMS software](#) partner and implemented a scan-based, system driven fulfillment flow that transformed every aspect of their operations:

Complete Traceability

From the moment inventory arrives, each pallet is scanned with key data logged including lot numbers and expiration dates, enabling precise First Expired First Out (FEFO) inventory management.

Error-Proofed Operations

Order selectors use advanced wireless wrist computers with finger-appointed laser scanners, creating scan verification at every transaction point throughout the facility.

Integrated 3PL Technology Stack

Deposco [third-party logistics solutions](#) integrate seamlessly with ColdTrack's proprietary ColdTrack Live™ system, ensuring only clean, validated orders reach the warehouse floor.



Measurable Results: Industry-Leading ROI

The Deposco implementation has delivered quantifiable improvements across all key operational metrics including productivity, reduced customer credits due to fulfillment problems, and customer retention.

“We are about 25-30% more productive than two years ago,” reported COO Luke Vaccaro. “Is that 100% due to Deposco? Probably not. But it’s largely due to Deposco.”

In addition, they’ve virtually eliminated customer credits issued for missed picks, shipping delays, and inventory rotation issues to just 10-20% of previous levels—representing massive cost savings and improved customer satisfaction.

Finally, Vaccaro says they pretty much never lose a customer anymore because of operational issues: “There’s not a single customer in the last year and a half that’s been on Deposco that has left due to operational challenges.”

Strategic Impact: From Damage Control to Market Leadership

The operational excellence enabled by Deposco’s [warehouse management system](#) has fundamentally transformed ColdTrack’s market position. The company now confidently offers the industry’s first [100% Pack Accuracy Guarantee™](#)—a customer-facing commitment that differentiates them from all competitors to date.

The guarantee represents more than operational confidence—it’s a strategic business tool. “A lot of times in the sales process we hear from prospective customers, ‘This is great, but we’ve heard this before.’ This is our way to make that commitment upfront and prove that we are the best performing perishable 3PL in the industry,” explained Siebert.



Making a deliberate investment in our WMS foundation has transformed our operations to enable unprecedented accuracy. Our Pack Accuracy Guarantee is a testament to our tech-forward approach and the commitment of our team to excellence.”

Josh Abramson
CFO, ColdTrack



Employee Experience: Technology That Empowers

Beyond operational metrics, Deposco has dramatically improved the employee experience across all levels:

- ✓ **Simplified Training:** New hires achieve proficiency with Deposco within an hour or so, rather than traditional training periods taking one to two days.
- ✓ **Reduced Stress:** Deposco greatly simplifies their jobs and reduces their stress levels. “Every single person that’s a lead and above would tell you that it’s a lot more fun working at ColdTrack now,” Vaccaro explained.
- ✓ **Performance Transparency:** Real-time dashboards provide visibility into individual and team performance, enabling a successful incentive program that has driven 40% year-over-year improvement in order accuracy.

Platform for Continued Growth

Deposco’s flexibility has proven crucial for ColdTrack’s expansion strategy. The platform accommodates diverse customer requirements—from custom barcode schemas to specialized kitting processes—without requiring major system modifications.

The partnership extends beyond technology to strategic collaboration. “Sometimes our main Dev contact looks like he’s multitasking when we’re articulating our requirements on a call, but he’s actually coding what we’re asking for real time,” Vaccaro joked. “He’ll pause for 30 seconds and then show us exactly how the workflow should look. It’s amazing how quickly Deposco’s teams can turn things around.”

Looking Forward: Sustained Excellence

The Pack Accuracy Guarantee represents ColdTrack’s confidence in their operational capabilities and their commitment to continued excellence. Success will be measured through customer acquisition and retention metrics, with the guarantee serving as both a sales differentiator and an operational accountability measure.

“Working here and being a ColdTrack customer is, dare I say, night and day from what it was pre-Deposco,” Vaccaro said. “Our customers are happy with the customer experience we deliver and our leaders are proud of their operational performance... Having partners like Deposco enables us to be great... in any enterprise, if your strategic partners are not strong and collaborative, you will simply never reach your full potential.”

It’s a super flexible platform. I was able to take the initial design and slowly over the course of the first year, really update processes and add features in ways that led to what I think is a world-class system.”

Luke Vaccaro
COO, ColdTrack

Get In Touch

Speak to a Supply Chain Expert Today!

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