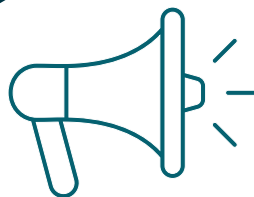


How Kenmark Eyewear Increased Supplier Response Rates by 75%

Conflict Minerals Compliance Case Study



25%→100%
supplier response
rate



10/10
Net Promoter
Score



100%
supplier
engagement

Overview

Conflict minerals compliance often begins as a customer-driven requirement, leaving companies to quickly understand regulations, engage suppliers, and build a repeatable reporting process.

That was the case for [Kenmark Eyewear](#), a global designer, manufacturer, and distributor of eyewear. In 2014, one of Kenmark's major customers established a conflict minerals program and requested the company's participation in supplying conflict minerals compliance reports. At the time, Kenmark was unfamiliar with the compliance landscape—and that same customer recommended partnering with Source Intelligence.

With a growing global footprint and a strong commitment to ethical sourcing, Kenmark needed more than software alone. The company needed a partner that could provide regulatory education, supplier engagement support, and a scalable process for meeting increasing customer demands.

To build that foundation, Kenmark Eyewear partnered with Source Intelligence and implemented its Minerals Reporting and Due Diligence solution to streamline supplier outreach, improve data validation, and scale its conflict minerals compliance program.

Challenge

Kenmark's conflict minerals journey began with limited internal knowledge and no established program. When a major customer requested compliance reports, the company needed to quickly understand both the regulatory landscape and what would be required to respond effectively.

Key challenges included:

- Limited familiarity with conflict minerals compliance requirements
- Difficulty engaging suppliers and collecting accurate data
- Language barriers and inconsistent supplier communication
- Risk of low supplier response rates impacting compliance

As customer demand for compliance documentation increased, these challenges became more urgent. Kenmark needed a structured approach to supplier engagement and a partner that could provide both technical capabilities and strategic guidance.

To move forward, Kenmark needed a solution that could automate supplier outreach, improve response rates, and provide the expertise required to build a sustainable compliance program.



Solution

Kenmark implemented Source Intelligence's [Minerals Reporting and Due Diligence solution](#), following its customer's recommendation to establish and scale its conflict minerals compliance program. The approach combined technology with hands-on program support, helping Kenmark build both the processes and expertise needed for long-term success.

Source Intelligence delivered a centralized solution that transformed how Kenmark managed compliance.

Key capabilities include:

- ✓ **Automated supplier outreach and engagement** - Streamlined communication with suppliers, increasing participation and reducing manual effort.
- ✓ **Standardized data collection and validation** - Ensured accurate, consistent supplier data to support reliable reporting.
- ✓ **Automated report generation** - Enabled Kenmark to quickly fulfill customer requests for compliance documentation.
- ✓ **Dedicated program management and guidance** - Provided ongoing education and support, helping Kenmark's team understand requirements and adopt best practices for supplier engagement.
- ✓ **Supplier communication strategy and support** - Helped overcome language barriers and improve supplier understanding of expectations, reducing friction and fatigue.

The partnership extended beyond software. Through ongoing education, support, and collaboration, Source Intelligence empowered Kenmark to build strong supplier relationships and improve engagement over time.

By consolidating these capabilities into one platform and pairing them with expert guidance, Kenmark established a scalable, repeatable compliance program. The solution streamlined supplier outreach, improved data quality, and created a foundation for long-term compliance success.



Results

With Source Intelligence, Kenmark transformed its conflict minerals program from a reactive requirement into a structured, high-performing compliance initiative.

This success was driven by a consistent focus on supplier engagement and education, enabling Kenmark to build strong supplier relationships and maintain high participation over time.

Key outcomes include:

- **Improved supplier engagement** through education and clear communication
- **Grew supplier response rates to 100%**, up from 25% in 2014 and 90% in 2017
- **Achieved 100% supplier engagement**, maintained annually since 2017
- **Rated the partnership 10/10** on Net Promoter Score, reflecting strong program success

Today, Kenmark's conflict minerals program has evolved from a reactive reporting exercise into a structured, high-performing compliance initiative supported by engaged suppliers and consistent annual participation.

"Source Intelligence is our go-to partner for all things compliance. Their understanding of the compliance landscape is strong, and the educational component is in place. Many passionate people helped our team understand exactly what their solutions offer and why they matter. Through the education, support, and guidance their team provided, we understood that achieving a 100% supplier response rate is crucial to compliance success."

Susan Parker

Vice President of Supply Chain
Kenmark Eyewear

Build your compliance success story with Source Intelligence

Increase supplier response rates, improve data accuracy,
and strengthen conflict minerals compliance.

[Schedule a demo](#)



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