case study.

AMAZON-STYLE SOLUTION SOLVES MAJOR SHIPPING HEADACHES FOR A SUBSTANTIAL SHIPPER & SAVES BIG MONEY IN THE PROCESS

AT A GLANCE

- Major supplier of marine products
- So many SKUs and no accuracy in rating led to losing money on shipping quotes and abandoned shopping carts
- Lacked system to consolidate shipments and handle LTL
- SHIPSTORE brought Amazon-like solutions, within the client's budget, to packaging, rating and shipping
- Result has been massive savings in shipping costs, far fewer errors, elimination of hours of wasted time, and higher customer satisfaction

the problem

When Defender, — a 20,000 SKU marine supply company — came to SHIPSTORE, they were struggling with inefficiency that was costing them hundreds of thousands of dollars each year.

Multi-item orders were boxed and shipped individually. They lacked an accurate rating system, which led to consistently losing money from ballparking shipment quotes. Often, overcharging for shipping was causing abandoned shopping carts. They also had no system to handle LTL. They were feeling the impact on their business from the immense amount of time and money lost without a unifying, accurate system in place.

Defender had purchased a "box-on-demand" machine that could make custom boxes of any size. They quickly realized the machine alone was not going to solve their efficiency problems and needed a way to use it to its full potential.

the solution

SHIPSTORE spent the time to deeply understand Defender's situation, customizing their software to meet their needs. We integrated a cartonization process with their box-on-demand machine to automatically determine box sizes for multiple items and exactly how to orient them in the box for the most efficient packing. Then the software calculates shipping rates for that shipment before the products are ever pulled from the warehouse.

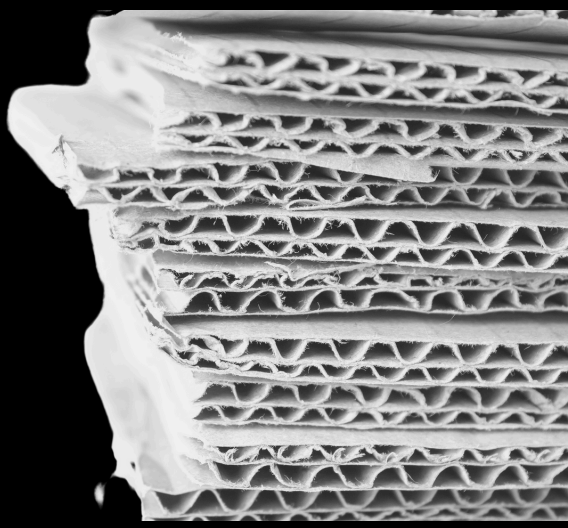
SHIPSTORE implemented rate logic rules to get costs under control and give customers accurate pricing. Our platform also allowed Defender to create customized email notifications, including virtual packing lists. Beyond these high-value solutions, SHIPSTORE also implemented sophisticated logic for shipping and rating that saved the staff an immense amount of time for special situations, such as avoiding hazardous item shipping to specific areas where it was prohibited.

the results

Defender now operates far more efficiently, saving man-hours, errors, and the extreme cost of inefficient shipping. Additionally:

- They can quote shipping with confidence.
- Abandoned carts have dropped dramatically.
- They can package efficiently, figure out exact shipping costs, and provide a better experience for customers.
- LTL is now as easy to manage as parcel.

Through its integration with the SHIPSTORE platform, Defender's box-on-demand system is now bringing increased efficiency and cost savings.



WHAT THIS COULD MEAN FOR YOU

If you find yourself frustrated by costly inefficiencies in your shipping process, just like Defender, you can discover measurable cost-savings through SHIPSTORE. Let us help you get rid of the headache of wasted time and money.

Call us today at (816) 781-5100 or visit us online at shipstoresoftware.com to schedule a demo.

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