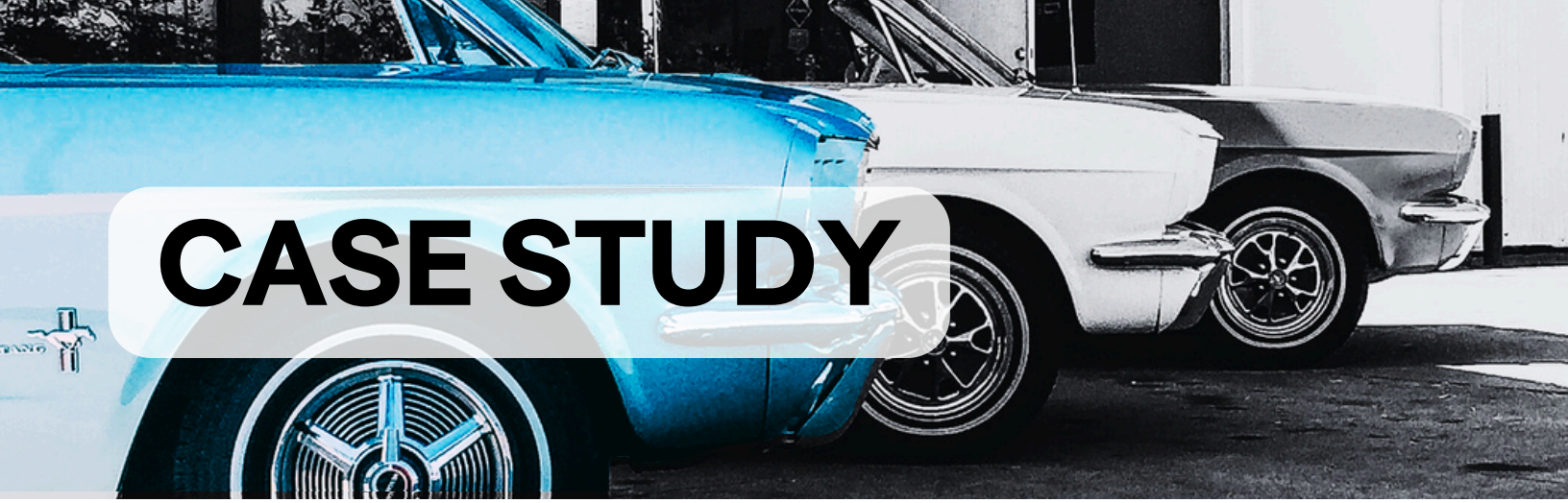

CASE STUDY

HOW A PREMIUM E-COMMERCE AUTOMOTIVE PARTS PROVIDER SAVED 23% ON SHIPPING COSTS

overview

When a leading e-commerce automotive parts provider found themselves struggling with their existing shipping software, they turned to Shipstore on the recommendation of a trusted referral partner. The company was facing multiple operational challenges that were limiting their growth and efficiency. Their existing system created bottlenecks in their print-and-apply conveyor system and lacked essential customization capabilities. Perhaps most frustrating was their incumbent provider's pattern of billing for engineering hours while delivering little actual progress.

challenges

The situation was particularly complex because the company needed to manage both domestic and international shipments across LTL and parcel carriers. Their warehouse staff struggled with determining freight classifications for LTL shipments, a critical factor in rate calculation. The company's growth ambitions, including plans for expansion and potential acquisitions, were being held back by their limited shipping infrastructure.

After hearing about Shipstore through a referral partner, the company was impressed by the comprehensive solution offered and the concrete cost savings potential that would more than offset the software expense.

solution

Shipstore's team took several weeks to fully understand the nuances of the company's operations before proposing an end-to-end solution. The implementation, completed in 8-10 weeks, seamlessly integrated with the client's e-commerce platform, in-motion conveyor system, and workflow software.

A standout feature was Shipstore's flexible business rules engine, which proved invaluable for maintaining consistent shipping protocols across the warehouse. The system's "set-and-forget" functionality allowed managers to establish rules that would be automatically enforced, ensuring compliance without constant oversight. This feature became particularly valuable when the company later acquired another business – they were able to quickly set up the new operation with its own distinct shipping rules and profiles.

17%	savings from time-in-transit optimization
3-4%	savings from more aggressive USPS rates
1-2%	savings by adding a regional carrier

results

The impact on operations was substantial and measurable. Time-in-transit optimization alone generated a 17% reduction in shipping costs, while more aggressive USPS rates provided an additional 3-4% savings. The introduction of a regional carrier yielded another 1-2% in cost reductions. However, the benefits extended far beyond direct cost savings.

The automated freight classification system for LTL shipments eliminated a significant pain point for warehouse staff. The address verification system began automatically determining whether destinations were commercial or residential, preventing costly routing errors and network mismatches. For LTL shipments, Shipstore's built-in invoice auditing – a service typically requiring a separate provider – began catching discrepancies before they could impact the bottom line.

Perhaps one of the most transformative aspects was the enhancement in analytics and reporting capabilities. The company gained the ability to make truly data-driven decisions, with teams empowered to create their own custom reports without requiring technical support or incurring additional costs. The customizable business intelligence dashboards provided unprecedented visibility into shipping operations.

The system's multi-threaded shipping requests significantly improved processing speed, while batch rating functionality streamlined operations with internal barcode generation. Integration with their e-commerce platform and ERP system created a seamless flow of information across all business systems.

conclusion

Today, the company views their switch to Shipstore as a pivotal decision in their growth journey. The platform's flexibility has supported their expansion, including a smooth integration of a newly acquired business unit. They particularly value Shipstore's responsive support team, the power of the business rules engine, and the ability to customize solutions for their specific needs.

The combination of substantial cost savings, operational improvements, and enhanced analytics has transformed what was once a problematic aspect of their business into a competitive advantage. The time-in-transit optimization, which they describe as "a huge win," was particularly impactful and easy to implement across both parcel and LTL shipments.

How much could Shipstore save you?

Contact us to receive a free cost-savings analysis and demo of our industry-leading software.

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