

## CASE STUDY: LOGISTYX SHIPPING SOFTWARE

# CRAFT SUPPLIES ENHANCES SHIPPING FOR CUSTOMERS AND GAINS TWO-MONTH ROI

Founded in 1982, Craft Supplies USA sells quality woodturning tools and equipment for wood turners – artisans who make products such as furniture parts, baseball bats, platters, bowls, pool cues and chess pieces. The company has established a thriving domestic and international business through catalog sales and via its online store: [www.woodturnerscatalog.com](http://www.woodturnerscatalog.com).

## CHALLENGE

Craft Supplies was using a standalone FedEx® system and standalone U.S. Postal System (USPS®) system to rate and ship packages. The process required a dedicated employee to move between the two systems and process orders based on the shipping instructions included in each order.

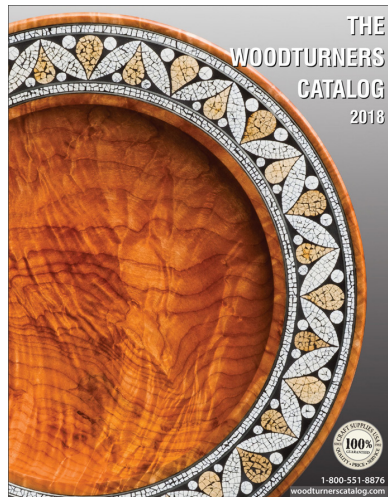
Comparing carrier rates and services was a time-consuming manual process. Furthermore, the employee had to have additional training to handle requirements on international or other specialized orders.

At this stage, two-thirds of the company's shipments were delivered via FedEx, with the remainder routed via the USPS. "We knew the USPS could offer a lower cost alternative that would meet our customer's required delivery times," said Don Dafoe, Vice President of Marketing and IT for Craft Supplies, "The problem was, we did not have a multi-carrier system that would allow us to quickly and automatically compare carriers' rates and transit times."

"Additionally, Dafoe anticipated that the new flat-rate program would result in an increase in order volume, making it tough to keep up on standalone systems.

*"We were the first in our industry to offer our customers a flat-rate shipping program of \$7 for orders up to \$150 in value and free shipping for orders over \$150 in value. To manage this marketing program cost-effectively, we needed to upgrade our shipping system and processes."*

— Don Dafoe,  
VP of Marketing and IT



With volumes already peaking above 1,000 packages a day during the busy season, the company needed a new system that could easily be scaled to handle spikes in activity.

## SOLUTION

Dafoe and his team reviewed three systems and ultimately chose the Logistyx Ship-IT™ multi-carrier shipping system because of its speed and flexibility. Among its options, the company also considered Web-based solutions, but found Web-based shipping to be much slower than expected. "We were waiting as much as five seconds between the time we submitted a shipment for processing and received a response from the rating server. Any savings we gained through rate shopping would have been eaten up by slower processing times," Dafoe said.



After choosing Ship-IT, the new system was configured, tested and implemented in roughly one week's time. All shipments are now processed on Ship-IT, which considers both FedEx and USPS and chooses the best option for each order. In addition, Ship-IT also calculates cubic shipping rates for USPS shipments as an additional means to reduce freight costs.

## FASTER, EASIER SHIPPING WITH LESS TRAINING

The company has further streamlined shipping by embedding business rules into Ship-IT, eliminating any need for employees to interpret order instructions. Shipping is now as simple as scanning a barcode to release a package for domestic and international packages.

Ship-IT pulls in the information from the order entry system, considers any business rules that apply, selects the best carrier and delivery option, and generates all necessary shipping labels and documents – with no data entry required. Now, Dafoe can assign any employee to manage the shipping process, with minimal training required.

## SUMMARY

After processing all of its shipping volume with Ship-IT for a two-month period, the company is aggressively marketing its flat-rate shipping program. Dafoe is confident that Ship-IT has the speed and flexibility to handle his company's plans for growth.

*Looking for ways to streamline your shipping operations?  
Contact us today for more information.*

## BENEFITS

- **A 2+ month ROI by automating** comparison of carrier rates & services via a single, multi-carrier solution.
- **International shipments now processed** in seconds – as fast as domestic orders.
- **Shipping errors** reduced.
- **Streamlined shipping process** that eliminated the need for specialized staff training.

*"We thought we would see a two-to-three month return-on-investment (ROI) based on shipping volumes during our busy season in the fourth quarter. We're seeing that Ship-IT is actually paying for itself now, during our slowest season, so our ROI is even higher than expected."*

– Don Dafoe,  
VP of Marketing and IT