



ONLINE RETAILER CASE STUDY

Craft Supplies Enhances Shipping for Customers and Gains Two-Month ROI



Founded in 1982,
Craft Supplies
USA sells quality

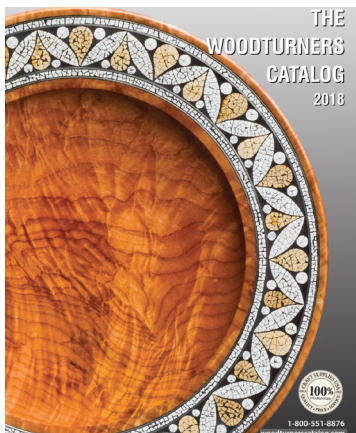
woodturning tools and equipment for wood turners
– artisans who make products such as furniture
parts, baseball bats, platters, bowls, pool cues and
chess pieces. The company has established a thriving
domestic and international business through catalog
sales and via its online store:
www.woodturnerscatalog.com.

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.

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.

"We're seeing that Logistyx shipping system is actually paying for itself now, during our slowest season, so our ROI is even higher than expected."

— Don Dafoe, Vice President of Marketing and IT

SOLUTION

Dafoe and his team reviewed three systems and ultimately chose the Logistyx 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 the Logistyx shipping system, the new system was configured, tested and implemented in roughly one week's time. All shipments are now processed on the new system, which considers both FedEx and USPS and chooses the best option for each order. In addition, 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 the shipping system, 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.

All shipments are now processed on the Logistyx shipping system, which considers both FedEx and USPS and chooses the best option for each order. In addition, it also calculates cubic shipping rates.



The shipping system 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.

Craft Supplies has established a thriving domestic and international business through catalog sales and its online stores, shipping over 1,000 packages a day.

SUMMARY

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

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.

ABOUT LOGISTYX TECHNOLOGIES

Logistyx Technologies offers flexible multi-carrier shipping software solutions that help companies reduce order-to-delivery costs while boosting efficiency and choice. For more information, visit www.logistyx.com.



Contact Logistyx to streamline your shipping operations.

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