

Customer Success Story

Industry

Food & Beverage

Region

Southeast

Business Type

Wholesale & D2C

Revenue

\$13M – \$16M

Challenges

- Shipping costs are higher than ever before. Transportation cost is close to 25% of an average order value of \$56.
- Rising fuel costs and carrier surcharge increases were cutting into the clients revenue.
- Client needs immediate cost relief as they approach the busy Q4 Holiday season.

Solutions



Evaluate Package Characteristics

Prepared multiple go-to-market strategies based on package characteristics to get pricing from carriers.



Select Carrier Mix

Optimized carrier mix to achieve higher customer loyalty while obtaining lower costs and higher delivery reliability.



Reduce Shipping Costs

Achieved immediate cost savings after implementing suggested actions and gained year-over-year savings despite GRI in January.

Results

Reduce shipping costs and ensure optimal carrier mix.

\$1.4M

Annual Shipping Spend

\$226K

Year-Over-Year Reduction in Cost

16%

Percentage of Shipping Costs Saved

Benefits

- Confidence that the current shipping process is designed for profitability
- Customer loyalty increase from higher delivery reliability
- Relief from rising costs, reducing overall shipping expenses