ShipHawk™

Best-in-Class Shipping Rating

A deep dive into rating best practices for omnichannel operations

How ShipHawk Offers Best-in-Class Rating

A common problem for many businesses is that their warehousing and fulfillment operations are not fully aligned across their organization. Every day, every quarter, businesses are losing money because of this lack of alignment. And while many warehousing and fulfillment solutions offer multi-carrier rating, most solutions do not give businesses the tools they need to offer precise, optimal rates that fully align with their business strategies.

Multi-Carrier Rating
the process of gathering data from various shipping carriers for the purpose of identifying the best carrier in real-time factors such as cost, delivery speed, package dimensions, and availability of materials

With ShipHawk's best-in-class fulfillment management solution, your eCommerce shopping cart, ERP, warehousing, and fulfillment systems are all tightly integrated, each showing the optimal shipping costs based on ShipHawk's in-depth automated decision-making processes. While many systems offer multi-carrier rating, ShipHawk is the best-in-class solution because of how it identifies the optimal rates upon customer checkout, based on your business strategies. ShipHawk takes multi-carrier rating to the next level with the following advanced capabilities:

- Smart Packing™ at Rating
- Multi-Modal Rating
- Multi-Origin Rating
- Perfecting Your Customer's Experience

Smart Packing at Rating

Cartonization consists of arranging the products to find the best package size and configuration to maximize space and reduce shipping costs. The difference between a shipment that randomly places small items into large boxes versus strategically packing a number of items into the smallest available box can result in huge financial gains at scale and over time.

ShipHawk's cartonization algorithm, Smart Packing, makes the packing process more efficient and accurate, reducing shipping costs and material waste. With the Smart Packing process, human error and timely calculations are removed from the equation, allowing for resources to be spent on other activities.

While Smart Packing helps you optimize the actual packing process, even before the packing takes place, ShipHawk applies the Smart Packing optimizations to the rating process, taking them into account when you offer your customer the in-cart shipping cost. As a best-in-class solution, ShipHawk offers real-time rates based on the packing materials available at each warehouse before your customer has even purchased the product.

Without this ability, customers may end up paying less than the actual shipping cost, resulting in losses for your business. On the other hand, a customer may be deterred by high shipping costs that reflect inaccurate packing and are in reality much less than displayed at checkout.

Multi-Modal Rating

Packing optimization doesn't just end at small orders. Using multi-modal rating, ShipHawk can find the most efficient way to pack items between Parcel and Less-than-Truckload (LTL) pallets. Taking into consideration factors such as weight, availability of packing materials and how fast the shipping needs to be, ShipHawk can perform this same Smart Packing process on demand to determine if an order should be palletized or packed in small parcels.

This process can also rate mixed products together, combining LTL and parcel for one order if needed. For example, if a customer orders a large couch and a small lamp from the same website, the optimal packing solution for the order could include a pallet for the couch and a small box for the lamp. While other warehousing and fulfillment solutions may offer rating for LTL or parcel individually, they do not provide accurate rating results when it comes to multi-modal shipping directly in-cart like ShipHawk can.
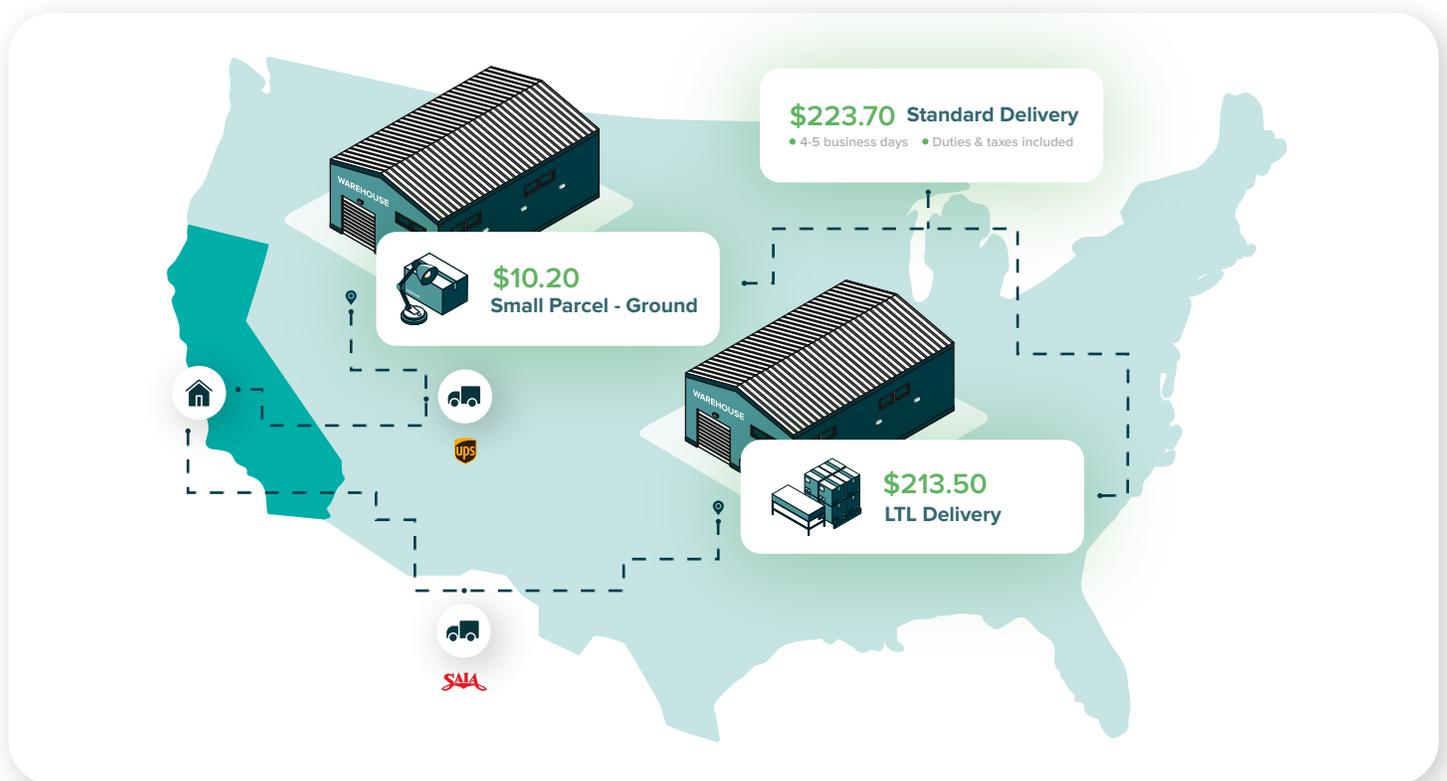
Multi-Origin Rating

Multi-origin rating is another best-in-class tool available from ShipHawk that determines the best warehouse to ship from by looking at inventory and distance. For example: let's say an order comes in for two different SKUs. Unfortunately, of your three warehouses, the closest warehouse to the customer doesn't have both products. With ShipHawk's multi-origin rating, as a business, you can choose to have the warehouse that is the closest send the item they do have and then have another warehouse send the remaining item, or have them shipped all together from the fewest, but possibly farther origins to avoid shipping multiple boxes.

When inventory information is available at rating, ShipHawk can take into account both proximity to the customer and availability within the warehouse, automatically providing the optimal shipping cost in your customer's shopping cart.

Further, you can easily create customized rules to manage all kinds of unique fulfillment scenarios based on your business requirements. One of these functions allows you to input priority for warehouses if desired. For example, if it is the holiday season and sales are increasing. You can change the default shipping origin to be the largest warehouse with more inventory to avoid backorders and delayed shipments. Additionally, if natural disasters or special events cause one warehouse's operations to cease, the priority can then be rerouted to the next closest warehouse location to the customer. Like packing optimization and multi-modal rating, this process is done at rating, providing on-demand information about inventory and optimal warehouse origin to help compute accurate shipping quotes.

Perfecting Your Customer's Experience

After ShipHawk determines the best warehouse origin, mode and packing optimization for your order, there are additional preferences that can be applied to customize your customer's experience of how they see rates in-cart. ShipHawk offers a robust rating engine that helps automate set rules and streamline fulfillment processes. With ShipHawk's rules engine, businesses have the option to create a variety of rules with countless options for various criteria and resulting actions. Using this tool, you can:

- Markup or markdown rates
- Filter the carrier you would like to be shown
- Filter the different carrier services you would like to be shown
- Create your own custom shipping methods
- And many more

Shipping costs don't have to be just the status quo; they can be significantly improved. ShipHawk also allows you to strategically identify savings for your company with service days filters, taking advantage of cheaper carrier services that still deliver within the promised time frame (SLA). With these rules, you can manage the shipping cost offered to the customer, also turning fulfillment into a profit center. Perhaps even more importantly, the rules engine gives you the ability to define your customer's checkout experience using your own methods, based on any criteria in a table rate. This can offer significant benefits in marketing and brand recognition for your company.

Why Do You Need a Best-in-Class Solution?

While many solutions claim to offer multi-carrier rating, they do not take into account the overall fulfillment process, and they do not offer you ways to apply your business strategies right when your customer is making a purchase decision.

With ShipHawk's best-in-class solution, you can perfect your customer's experience while you meet and exceed your business goals.

Get in Contact with ShipHawk

With the recent influx of shipping systems and complex software, navigating the selection process to find the best system for your business can pose a significant challenge. You need a solution that not only meets your immediate shipping needs, but can also accommodate changes in long-term growth. While many programs can offer rating amongst multiple carriers, few can achieve the precision and efficiency required of an increasingly complicated market.

If you are ready to start automating your rating and shipping process while saving money and time by collecting rates at checkout, look no further. ShipHawk has the best-in-class solutions with its Transportation Management System (TMS) and Warehouse Management System (WMS) to unify your shipping needs while increasing efficiency and reducing material waste. Ready to speak to a shipping expert? Schedule time today!

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