ShipHawk™

Case Study:
ANONYMOUS DISTRIBUTOR

Industry
eCommerce
Fulfillment/Distribution
Services

ERP
NetSuite

Overview

This company provides eCommerce fulfillment services for dozens of marketplaces, including Amazon, Walmart, eBay, Shopify. It has become one of the fastest growing employers in the Midwest.

Benefits & Key Outcomes

Reduced average order processing time

Reduced training time for new warehouse workers

Ability to easily create customized shipping rules

Seamless NetSuite integration

Challenge

This distributor was looking for ways to speed up its fulfillment process, automate various manual processes and gain operational efficiencies. The company's previous shipping software did not provide automated rate shopping and instead, warehouse employees were selecting shipping rates - resulting in unnecessarily high shipping costs. With a product mix of 11,000 SKUs, the company wanted an automated tool to relieve warehouse workers of "shipping fatigue" from having to decide the best shipping option per product/SKU and streamline the entire process.

Moreover, the company had specific needs for shipping policies and rules to identify the best carrier to fit specific requirements, such as hazardous material and large, heavy products. Most importantly, they needed a system that would integrate easily with NetSuite, its ERP solution. As the company operates out of two locations in the US, it needed consistent processes and communication channels to conduct fulfillment from multiple warehouses. With such a large product mix it was essential that product details and dimensions were automatically syncing to and from NetSuite.

Solution

ShipHawk's Smart Packing™ and automated rate shopping delivered what the company needed most: every order is now shipped in the most efficient packaging, with the right carrier and correct service level, reducing "shipper fatigue" and saving time. "ShipHawk's shipping rules ensure you're searching for the best carrier and service level - so instead of relying on a worker to choose from up to 50 different carrier and shipping options, ShipHawk automatically filters based on customized shipping rules and tells the employee which carrier fits best," said the company's Warehouse Project Manager.

By reducing the average order processing time, ShipHawk delivers a faster, more efficient process. Once an item is fulfilled, ShipHawk creates the shipment fulfillment to be completed, with seamless communication with the warehouse picking technology. Additionally, ShipHawk identifies the recommended packing material, which reduces shippers' time spent deciding how to deal with a new or unique product that needs to be packed.

> 66 **Not only does ShipHawk reduce decision fatigue put on our shippers, but the automatic communication between NetSuite and ShipHawk is seamless.**
>
> - Warehouse Project Manager

With the labor shortages plaguing companies across all sectors, this distributor has benefitted from how efficient and easy it is to train new employees on how to use ShipHawk. "Anytime we can reduce the labor impact, it's really critical, especially right now with staffing shortages," said the Warehouse Project Manager. "With ShipHawk, we can quickly train team members and get them working as efficiently as possible — our goal is to get a new hire working on the shipping table after just 30 minutes of training. Having an easy-to-train shipping solution is key for us."

Finally, the ShipHawk user interface offers a seamless and consistent transition for all employees. It meets the requirements the company needs to improve operations, institute better communication and add efficiencies to the entire fulfillment operation.