



WHY NOW IS THE TIME TO  
**BREAK UP**  
WITH YOUR CURRENT  
SHIPPING SOFTWARE



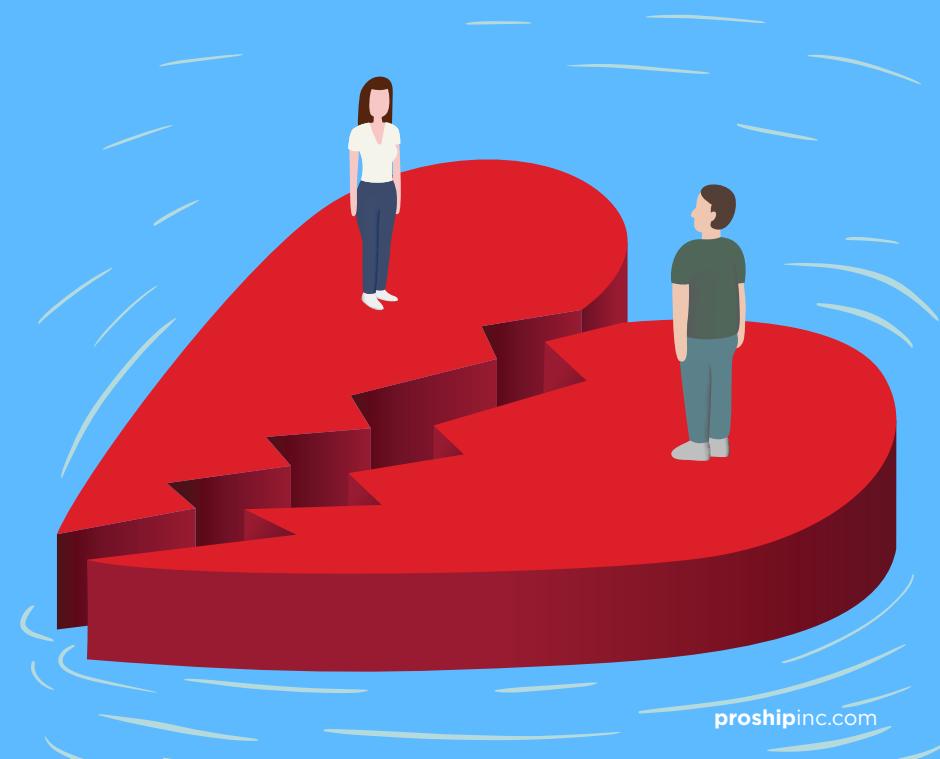
# Has Your Shipping Software Broken Your Heart One Too Many Times?

Has the **honeymoon phase** with your current shipping software come and gone? Did it **promise** time and time again that it would be a better solution or that it would improve and start listening to your needs but never delivered? Sick of being **ghosted** by the support that said they'd always be there for you?

Maybe it's time to **break up** with your current shipping software. Read on to learn why it may be time to move on and how to find your **match made in heaven**.

## Table of Contents

- |          |                                                                   |           |
|----------|-------------------------------------------------------------------|-----------|
| <b>1</b> | <b>Identify</b> Characteristics of a Toxic Shipping Solution .... | <b>3</b>  |
| <b>2</b> | <b>Uncover</b> Understanding Shipping Relationships .....         | <b>4</b>  |
| <b>3</b> | <b>Research</b> Why Research is the Key to Success.....           | <b>6</b>  |
| <b>4</b> | <b>Convince</b> Building a Case for C-Suite .....                 | <b>8</b>  |
| <b>5</b> | <b>Recap</b> Putting it All Together .....                        | <b>10</b> |
| <b>6</b> | <b>Choose</b> a New Multi-Carrier Shipping Software .....         | <b>12</b> |



# 7 Common Characteristics of a Toxic Shipping Solution.

## 1. "Long Distance" Support

Your current shipping solution boasts 24/7/365 help but delivers with external third-party support or points the finger somewhere else. The result? **Major delays in issue resolution.**

## 2. Not Flexible to Your Needs

Technology restrictions makes customizations to core carrier engines **simply not possible**, and the solution doesn't scale with your throughput growth.

## 3. It's Not Reliable!

Instead of using carrier certified engines, web services (APIs) communicate to the carriers, often **requiring downtime for updates** and **slowing shipping execution times**.

## 4. Inexperienced

Outsourced service teams and inept experience leads to **long delays and/or system outages**. Our advice? Don't go with an up-and-comer promising they are the #1 vendor. There's just not enough experience there to justify that claim.

## 5. High Customer Turnover Rate

**Client base is jumping ship** and finding success in shipping solutions with proven development, engine creation, integration, engineering and support all done in-house.

## 6. Risk of Product Sunset

The merging of multiple vendors and technologies in the logistics space causes **resources to be split** and **some products to be determined obsolete**. WATCH OUT!

## 7. Reselling Carrier Rates

Some vendors **charge per shipping transaction** or are **reselling rates**. The more you ship, the more they make. Vendors are incentivized to push you towards to the carrier that provides the largest cut. Our tip for avoiding this? Choose a carrier-agnostic platform.



## CAUTION!

Watch out for bold promises, such as **"easy" self-integration** into your Enterprise Technology Stack (ESS) and **no on-premise installation**. [Learn more here.](#)

# Understanding Shipping Relationships within Every Department

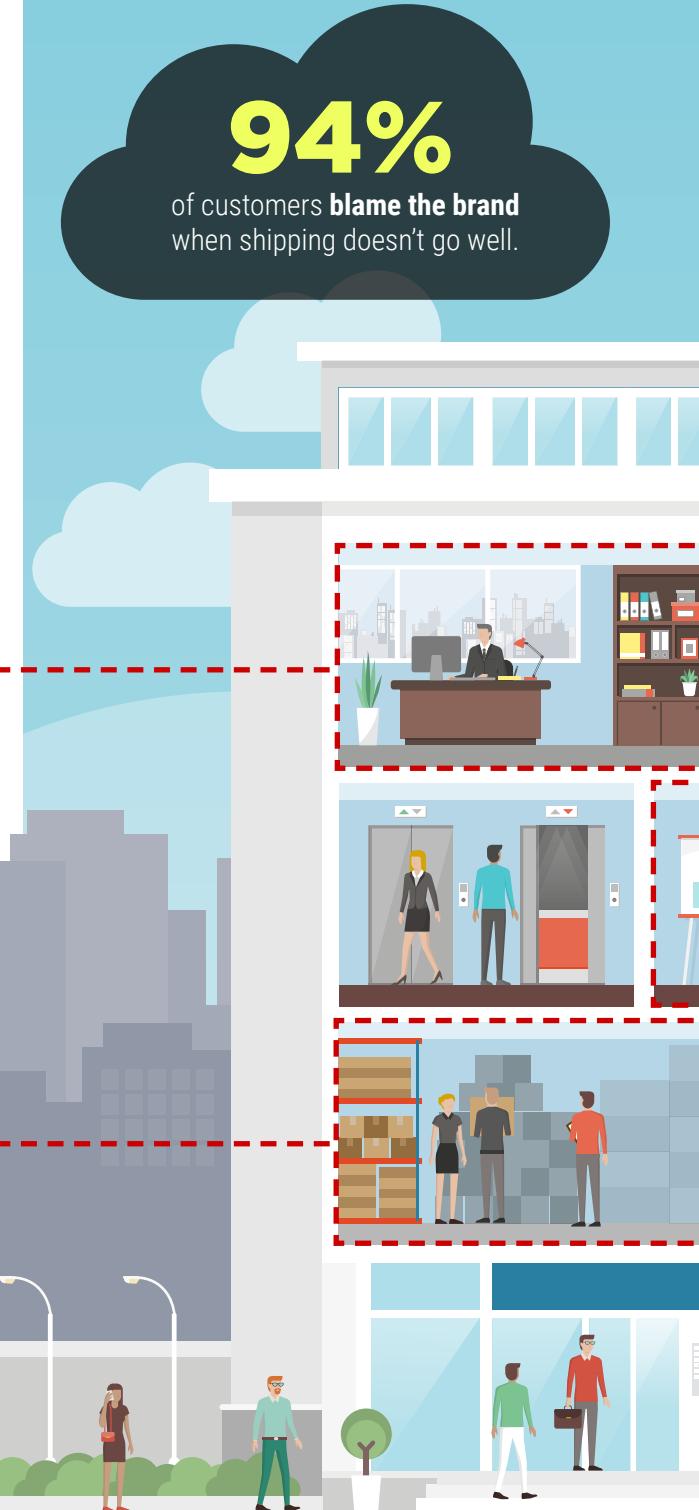
The toxicity of your current shipping solution can seep into your company's core departments.

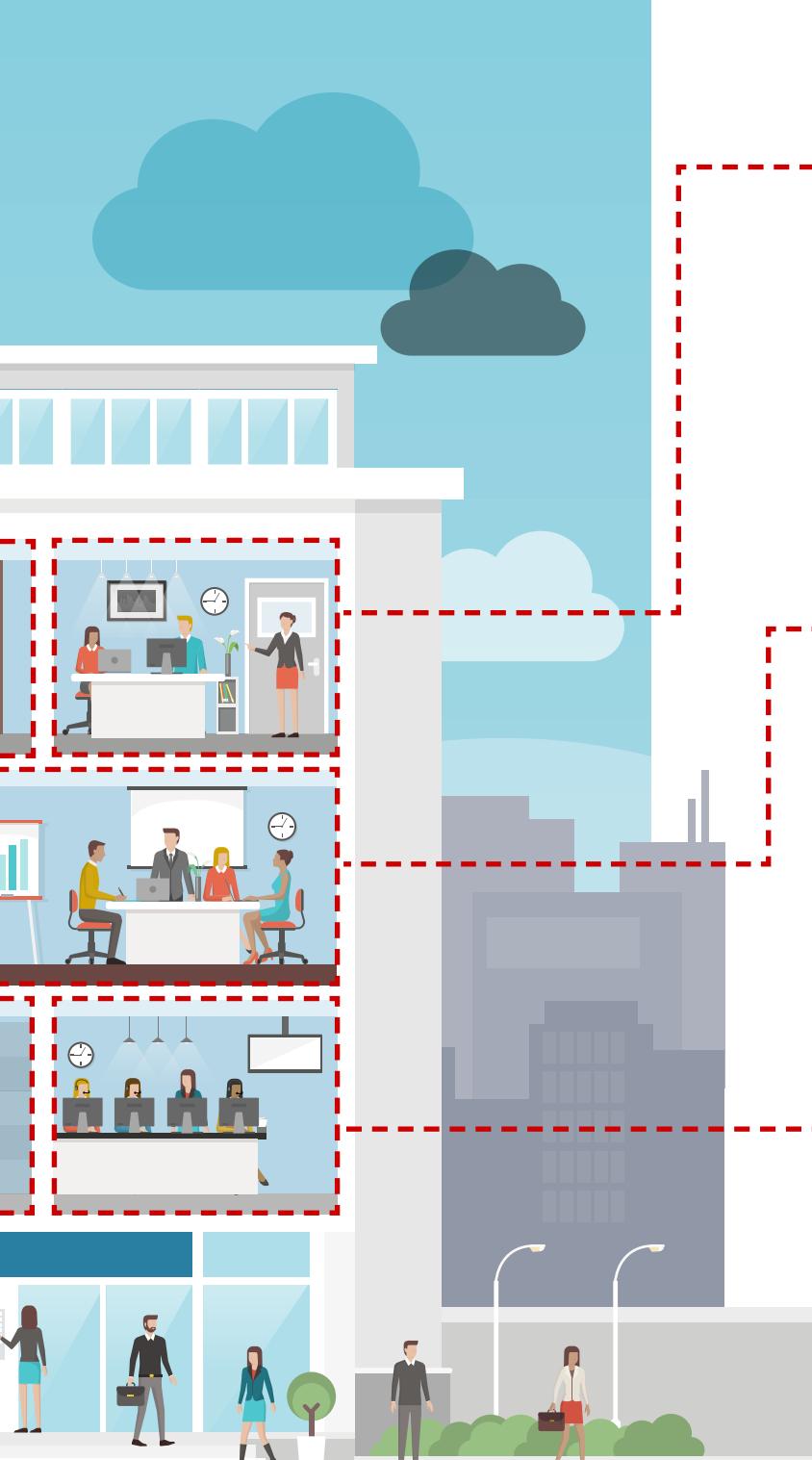
## C-SUITE: Uses Shipping to Meet Profitability Goals

- 🚩 **RED FLAG:** High shipping costs chip away at margins, and inaccurate or late deliveries can cost a sale and a lifetime customer.
- ✓ **NEEDS:** A shipping solution that cuts shipping costs and ensures on-time deliveries, enabling revenue growth and repeat customers.

## LOGISTICS & SUPPLY CHAIN: Eliminating Cost & Compliance Concerns

- 🚩 **RED FLAG:** API calls to the carriers cause shipping processes, such as rate shopping, to slow down label production and cause errors. Noncompliance is an exposure, quickly eroding profitability and putting companies in compromising positions with customers.
- ✓ **NEEDS:** A shipping solution with carrier compliant engines and advanced rate shopping functionality, allowing for millisecond shipping transaction times and lowest-cost shipping.





## IT: Great Shipping = Integration & Scalability

- 🚩 **RED FLAG:** Discombobulated technology platforms and unreliable support result in poor order fulfillment, inability to properly handle volume spikes and prolonged downtime.
- ✓ **NEEDS:** An all-in-house shipping platform with responsive support and uptime reliability, even during business rule updates and peak shipping times.

## E-COMMERCE: Exceeding Customer Expectations

- 🚩 **RED FLAG:** Expensive shipping costs leads to cart abandonment. With Amazon setting expectations for free and 2-day shipping, not providing those options often result in bad customer experience or lost sales.
- ✓ **NEEDS:** A shipping solution that provides fast and cost effective options at checkout and builds customer loyalty with consistent on-time delivery.

## CUSTOMER SERVICE:

### Controlling and Alleviating Shipping Complaints

- 🚩 **RED FLAG:** Visibility is everything, with 97% of customers wanting to track orders and receive communication throughout the shipping process. Failure to provide this leads to many customer service calls and upset customers.
- ✓ **NEEDS:** A shipping solution that provides customers complete tracking visibility without leaving your site and enables fast customer support with real time shipment tracking info within one system.



# 3 Do Your **Research!**

Research is the key to success. You need to find a shipping software solution that is **committed** to the success of your business. The following are some key points to do your due diligence on.

Will it do what it **says** it's going to do?

**Reputation is KEY!!!**

**DO NOT COMPROMISE ON SUPPORT! \***

You can't afford **empty promises** at this point. Make sure you ask direct questions and get direct answers in return!

→ **Lay out your needs, list the capabilities you will absolutely not budge on, and make sure the vendor can deliver on what you're actually looking for—not in the future, but now. Beware of unbelievably quick integration timelines.**

integration & compliance issues  
= \$\$\$\$/\$\$\$

What does the vendor's current customer base look like? Do some of them look similar to your business? Have they kept their customers loyal and are their customers willing to vouch for them? **Look for a software vendor with a low customer turnover rate.**

Also, make sure that you not only tap into their customer base, but also understand where their **relationships** stand with both their technology **partners** (integration ease) and the carriers they support (bulletproof compliance). Both integration and compliance woes can lead to expensive mistakes.

\* Do not, I REPEAT, DO NOT compromise on support. This is the mother lode. A shipping software vendor is only as good as the product it supports.

When it comes to IT, things can go wrong, but you want to make sure your vendor is continuously doing everything possible to ensure that doesn't happen. The people and the company providing your business-critical software solutions need to be totally invested in your success and **committed to the relationship.**

This type of support cannot be outsourced, it has to be in-house and you have to have access to a dedicated Customer Success Specialist, your Customer Success Specialist, 25/8/366.

Wow! My current vendor doesn't offer this!





## 4

## Convincing C-Suite

You've identified the **needs** of each department, thoroughly researched solutions, and now are ready to present your pick to the company's C-Suite decision makers. Make sure to address the pain points of each department and how they ultimately affect the bottom line.



#### CEO

We really need to focus on revenue growth initiatives in order to meet profitability goals.

A continuous increase in online ordering is putting shipping at the forefront of this initiative. High shipping costs are chipping away at our margins, and our lack of shipping options are costing us the sales of lifetime customers.



#### CHIEF TECHNOLOGY OFFICER

I'm not sure we have the resources to start a large IT project right now, especially with peak season coming up.

The longer we delay the multi-carrier shipping project, the longer we'll experience a continuous strain of the IT department due to weak system integrations, manual processes, system downtime and inadequate support - all of which can be detrimental during peak.



#### CHIEF SUPPLY CHAIN OFFICER

Improvements can be made, but implementing a brand new solution is cost prohibitive at this time.

I understand there are cost concerns, but have you dug deep into the value the right solution would bring? A much-needed improvement in shipping compliance, speed, reliability and support would not only **cut our costs**, but **quickly produce a return on investment**.



#### VICE PRESIDENT OF E-COMMERCE

How does this shipping project benefit my department and our aggressive KPI goals?

Expensive shipping costs and lack of shipping options at the cart level are leading causes for cart abandonment. This project has the ability to **boost your conversion rates** and help us **better compete** with e-commerce giants like Amazon.

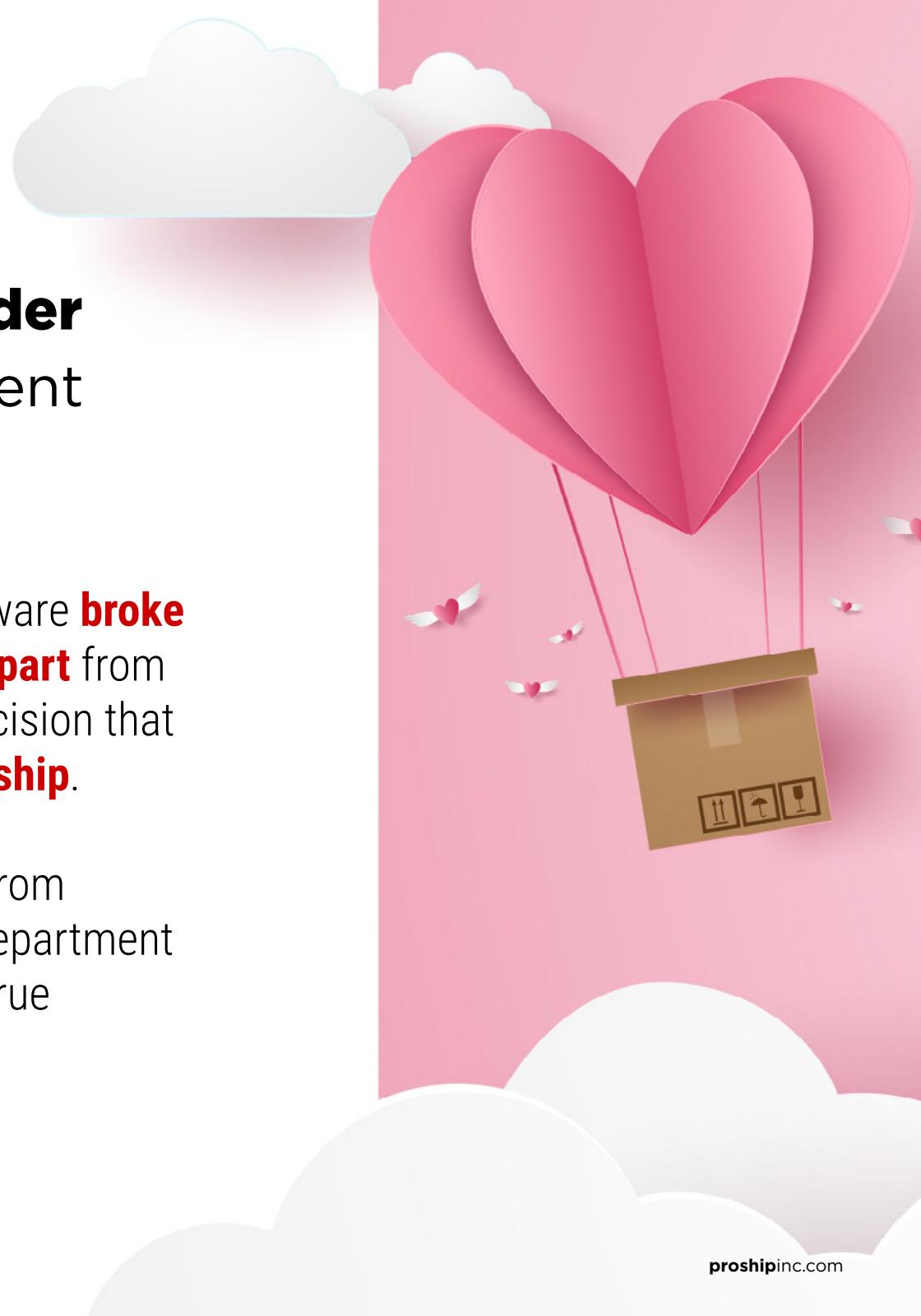
5

## Finding a new provider

that meets your current  
and future needs.

Whether your past shipping software **broke your heart**, or you simply **grew apart** from one another, you've made the decision that you are **ready for a new relationship**.

Now that you've secured buy-in from C-Suite, it's time to summarize department and C-level needs and find your true shipping software **soulmate**.



Did you know...  
**266 billion**

parcels are expected to ship annually  
by the year 2026.



**Spoiler alert!**

ProShip has **3 ways to rate shop!**  
Watch the video on page 13

## Shipping Software Requirements

- Web-hosted AND on-premise options
- Cuts shipping costs
- Ensures on-time deliveries
- Carrier-agnostic solution w/ carrier compliant engines
- Advanced rate shopping functionality
- Millisecond shipping transaction times
- Ability to easily implement and handle complex business rules
- All in-house shipping platform
- Responsive support and uptime reliability
- Fast, cost-effective shipping options at checkout
- Provides customers complete tracking info

Will it do what  
it **says** it's going  
to do?

## Wish List

\* It would be nice to have **multiple options for ways to rate shop** based on my specific needs for each type of customer.

\* **A grid showing the parcel shipping rates of all my carriers within one platform!**

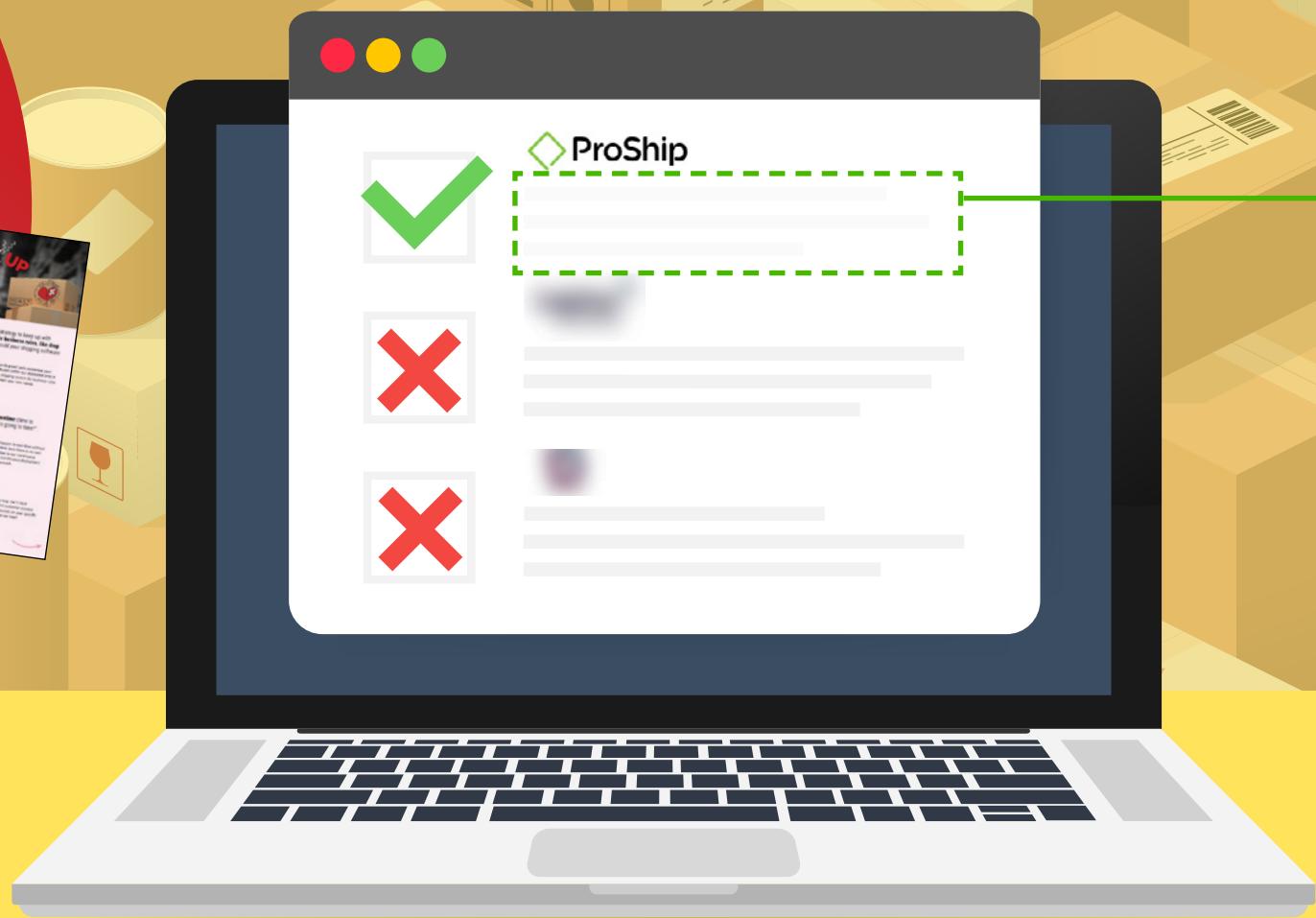
\* **LTL Configurability** - a tool built for logistics teams that puts you in easy control of your premise LTL carriers and services.

Still **unsure** if it's time to break up with your shipping software?

We get it. You and your shipping software have been through a lot together. **But you deserve better!**

Check out our 5 question cheat sheet to see if your software isn't as great as you thought it was.

[VIEW THE CHEAT SHEET >](#)



6

## Courting new platforms to find “The One”.

It's time to **match** your needs to the offerings of various multi-carrier shipping software platforms. Is there one that checks every box?

## Meet the award-winning #1 Multi-Carrier Shipping Software:



**ALL UNDER ONE ROOF:** ProShip's development, engine creation, integration, engineering and support is all done in-house.



**YOUR WAY OR THE HIGHWAY:** Flexible configurations and complex business rules allows ProShip to tailor to your unique process instead of relying on third-party technology.



**UNMATCHED EXPERIENCE:** 20+ years experience designing, refining and optimizing the continuously updated ProShip Software Suite.



**PROSHIP TOP TO BOTTOM:** Carrier rates are hosted on the ProShip Server for exceptional speed and control. Automated updates can be applied with no downtime.

### Learn more:



**CASE STUDY** See how ProShip's flexible, scalable multi-carrier shipping solution supercharged Ulta Beauty's parcel strategy with Advanced Date Shopping and Ship-from-Store functionality.

[\[View the Case Study\]](#)



**BROCHURE** See how ProShip accelerates speed, reduces costs and future-proofs your parcel shipping strategy.

[\[View the Brochure\]](#)



**VIDEO** Learn about the 3 types of rate shopping ProShip offers in this 1 minute video.

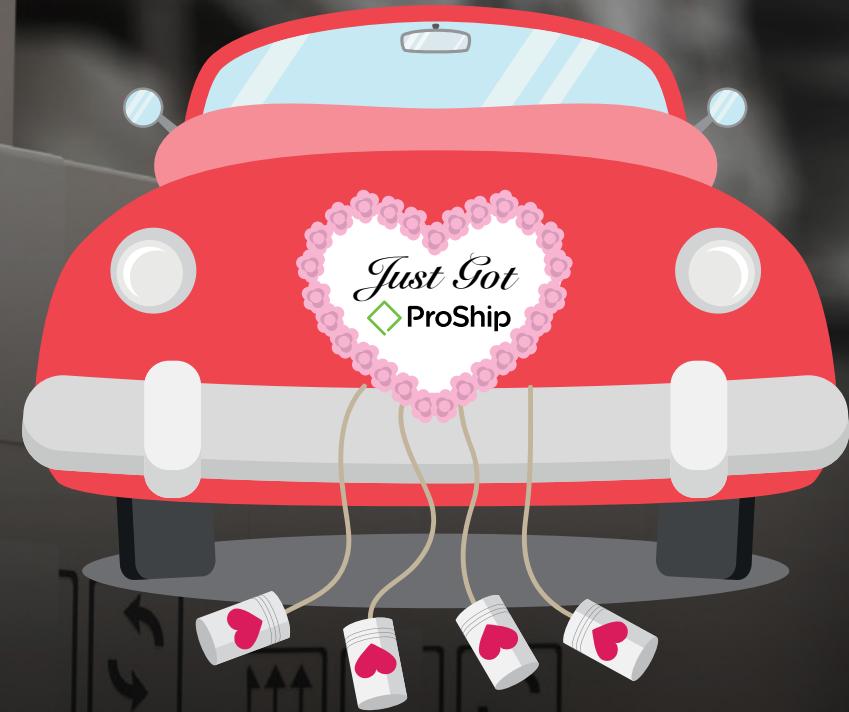
[\[watch\]](#)

# With ProShip, you're headed for **Happily Ever After**

You've investigated the needs of each department, earned buy-in from C-Suite and identified ProShip as the right multi-carrier shipping software for your company.

**Request a demo** with one of our parcel experts to see how ProShip fits into your shipping strategy.

**GET STARTED >**



**ProShipinc.com**

ProShip, Inc., 400 N. Executive Drive, Suite 210, Brookfield, WI 53005  
800.353.7774 | 414.302.2929 | [sales@proshipinc.com](mailto:sales@proshipinc.com)

© 2023 ProShip, Inc. All rights reserved.

Learn more **800.353.7774**  
or [sales@proshipinc.com](mailto:sales@proshipinc.com)

BREAKING-UP-SOFTWARE\_PR\_V4

#### About ProShip, Inc.

ProShip, Inc. is the most trusted global provider of automated multi-carrier shipping software. ProShip empowers its customers to ship at lightning speeds, stay carrier compliant 24/7/365 and build stronger-than-ever customer revenue streams. With over a decade of enterprise experience in the shipping and supply chain industry, ProShip's time-tested technology and advanced functionality continues to remain unmatched. Customers who choose ProShip, choose the number one in speed, compliance, reliability and experience. Go beyond the box with ProShip. For more information, please visit [www.proshipinc.com](http://www.proshipinc.com).