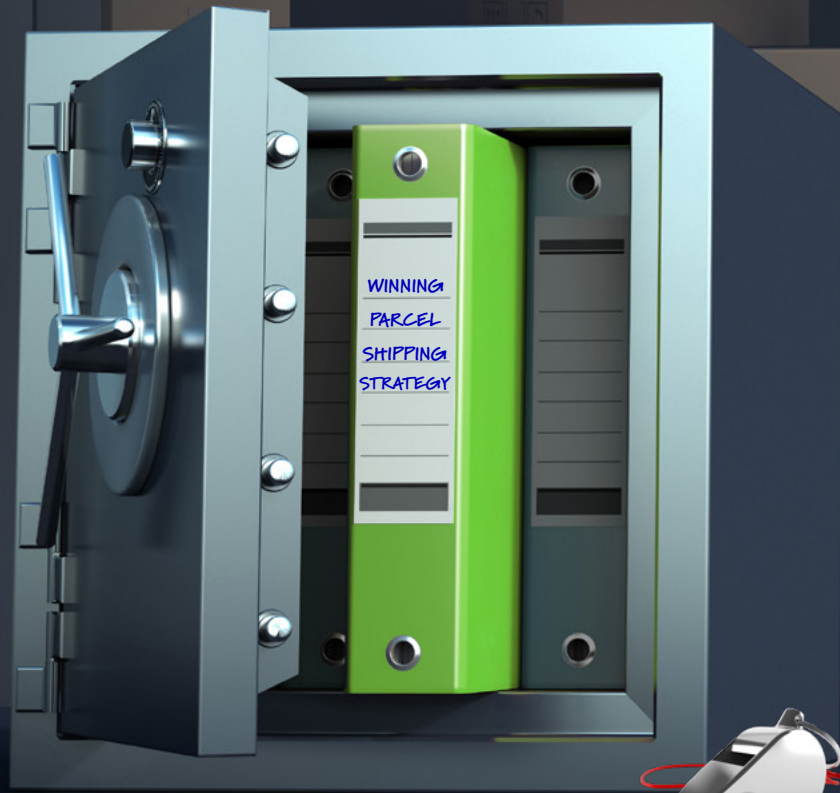




PARCEL PLAYBOOK

For Retail



Unlocking the secrets to a successful parcel shipping strategy for today, tomorrow and the future.



CONFIDENTIAL

Retail has never been more competitive -

Do you have a **winning** shipping strategy in place?

Recent global events have presented shippers with a unique set of challenges.

From already booming e-commerce business to an unprecedented disruption in supply chains due to the global pandemic, businesses of all types have had to adapt to a quickly evolving shipping landscape.

In this eBook, you'll learn the lessons these challenges have taught us about parcel logistics and understand how you can translate them into **winning shipping strategies** today, tomorrow and beyond.

Table of Contents

- 1 Insights** Challenges Shippers Experienced (and Overcame) During the Pandemic **3**
- 2 Strategies** Winning Shipping Strategies to Invest in **4**
- 3 Successes** How Companies Win with the Right Multi-Carrier Shipping Software **6**

Shipping Challenges

When it comes to parcel shipping, the global pandemic threw quite the curveball. With a sharp rise in e-commerce and shipping, major carriers experienced capacity constraints and implemented surcharges - even going as far as to cancel contracts with shippers who repeatedly exceeded capacity limitations.

Challenge #1 - A Rapidly Changing Landscape

Retailers and carriers alike had to quickly pivot their strategies in order to continue serving customers during the pandemic. With stores closed, companies had to rely solely on their e-commerce business.

Challenge #2 - Unprecedented Volume Spikes

New or low frequency e-commerce shoppers are turning to online shopping to avoid in-person trips to the store. The parcel shipping landscape continues to grapple with unpredictability and volatility, making it challenging to anticipate future trends and volumes.

Challenge #3 - Peak on Top of Peak

Not only were retailers dealing with peak-level shipping demands during the COVID crisis, but they were also navigating intense holiday shopping seasons. And with peak season showing no sign of slowing down, these intense holiday seasons are now further amplified by potential labor shortages and escalating shipping costs, adding extra layers of complexity for retailers.

LEARN MORE: [3 Post-Holiday Supply Chain Tips That Everyone Should Know](#)



1 INSIGHTS

How Companies Dealt with these New **Challenges**

There's no doubt that global events have exposed inefficiencies somewhere in your parcel shipping workflow. Unexpected spends, delays in shipping and shipping software that couldn't keep up all contributed to the challenges retailers faced. Since it was too late for many to make any major logistical changes within their supply chain, here are some of the smaller tweaks retailers made in order to serve their customers the best they could.

Pivot Strategies Implemented During the Pandemic

- Encouraged customers to shop earlier than normal to relieve pressure during peak
- Displayed shipping delays on their webpages to alert customers
- Curbside pick-up
- Extended Black Friday and Cyber Monday deals, some even going as far as making all deals available online versus the traditional "in-store only" discounts on certain products
- Declared **"I'm not doing this again!"** and noted inefficiencies in their supply chain to get a head start on planning for next year



Future Parcel Shipping Predictions

While there is no way to actually predict the future, experts do have some thoughts on how shipping will continue to evolve. Shippers will face consistent volume even in the post-peak season. Instead of implementing new solutions during a lull-period, they will have to implement during high-volume without downtime.

What The Future Will Look Like ...

- Retailers will utilize more inventory sources to avoid service bottlenecks and reduce shipping times to customers
- Regional carriers will start to on-board clients again and retailers will rush to diversify their carrier mix
- Retailers will place high focus on their parcel shipping strategy and procure or upgrade multi-carrier shipping technology

A Statistical Look at Customer Attitudes

As e-commerce continues to flourish, the customer experience reigns supreme. With the unprecedented shift towards online shopping during the pandemic, understanding the changing landscape is crucial.

High Ratings: Customer Satisfaction at 6 out of 10 or Above in Online Shopping



57% of online shoppers have environmental concerns relative to shipping.

46% of online shoppers have selected a longer shipping option to save money.

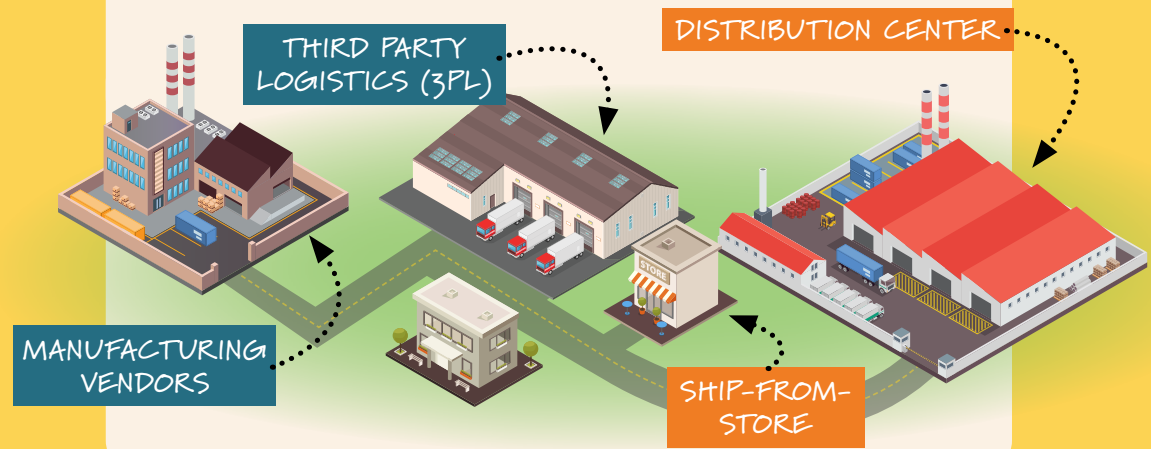
2 STRATEGIES FOR SUCCESS

Winning Plays for Retailers

A winning season starts with the right parcel shipping strategy. We've identified the top 4 strategies you should be implementing (if you haven't already) to meet - and exceed - future customer demands no matter what challenges your company faces.

Omnichannel Fulfillment

Utilize all internal and external inventory sources - like distribution centers, stores, 3PLs and manufacturers - to reduce transit time and shipping costs.



BONUS CONTENT!

We've put together a comprehensive guide on Omnichannel Fulfillment.

[VIEW THE EBOOK >](#)

60%

of baby boomers have experience making purchases online and spend an average of \$64k per year on consumer goods & services.

Note: By 2029, there will be over **61 million baby boomers** and they will hold a massive influence over **e-commerce spending**.

Utilize the right OMS

If you're serious about omnichannel fulfillment, the right Order Management System (OMS) is a crucial part of your success plan. Not only does the right OMS manage orders and backorders, payments and returns, it also provides a critical understanding of the overall cost of meeting customer expectation from a given origin.

Diversify your carrier mix

Instead of a single-carrier or national carrier only strategy, on-board regional carriers to help ease capacity constraints, avoid certain surcharges and increase shipping options.

Upgrade your multi-carrier shipping software

With the right multi-carrier shipping software, you can relieve shipping pain points related to advanced multi-carrier rate shopping: shipping speed, peak volume spike, impact of carrier updates and new surcharges, implementing omnichannel fulfillment and more.

BONUS CONTENT!

Check out our podcast **[ProShip ParcelCast] Episode 12 | Carrier Concerns: Budgeting, Capacity, & Contracts** to hear about leveraging proven strategies to manage carrier concerns from Nate Skiver and ProShip shipping experts.

LISTEN NOW >



3 7 WAYS RETAIL WINS WITH MULTI-CARRIER SHIPPING SOFTWARE



Shipping software that scales as your business grows. Have the ability to add new fulfillment capabilities and functionality, and scale them quickly.



BONUS CONTENT!

Get a clearer picture of where ProShip fits into your existing tech stack and how it boosts your bottom line in our brochure **Retail/E-Commerce and ProShip**.

[DOWNLOAD THE BROCHURE](#) ↓



Remain competitive in an ever-evolving e-commerce world.

Rate shopping allows you to keep up with customer shipping expectations without sacrificing cost efficiency.



BONUS CONTENT!

See how ProShip customer JD Sports/Finish Line realized success in our webinar **Deliver the Epic Finish: Optimizing Parcel Shipping to Create Memorable DTC Experiences**.

[WATCH NOW](#) ▶

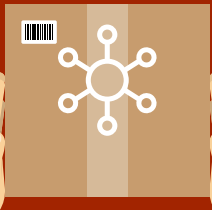




Expanded omnichannel fulfillment network.

Incorporate your stores, warehouses, 3PLs and manufacturers in your distribution strategy to shorten delivery windows.

Learn more about the potential of an omnichannel strategy in our blog **Unlocking the Power of Multi-Origin: Shipping with an Order Management System and Multi-Carrier Shipping Software**

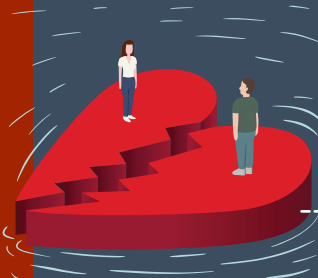


[READ THE BLOG >](#)



Every department benefits. From C-Suite to customer service, the right multi-carrier shipping software solution offers benefits to every department in your company.

Check out our eBook **Why Now is the Time to Break Up with your Current Shipping Software eBook** to learn how to identify a toxic shipping solution and how to find a partner who can spread parcel shipping love throughout the organization.



[VIEW THE EBOOK >](#)



Stay compliant 24/7/365

Find out how!

[READ MORE >](#)



Leverage more carriers, including regional and city-based shippers that allow you to avoid congested hub-and-spoke centers of major carriers.

BONUS CONTENT!

There are many reasons why you should diversify your carrier mix. Learn more in our blog **Single-Carrier Parcel Shipping Strategies are Dead. Here's Why.**

[READ THE BLOG >](#)



Advance your carrier rate shopping functionality.

Automatically calculates the best service for delivery to meet or exceed customer date expectations.

BONUS CONTENT!

Learn about the 3 types of rating shopping via ProShip in our video **What is Rate Shopping?**

[WATCH NOW ▶](#)



Conclusion: I need multi-carrier shipping software! **What do I do next?**

Planning for the Future

When it comes to delivering on customer delight, choosing the right multi-carrier shipping software is the single most important choice you'll make. Read our industry brochure to learn more about how ProShip serves the [retail industry](#).

Schedule a call with our shipping experts to put together a winning parcel shipping strategy for the needs of today and the future.

SCHEDULE >



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ProShip

RETAIL/E-COMMERCE

Is your current parcel shipping software future-proof?

Customer expectations have forever changed the way brands manage their supply chains. Flexibility to control complex fulfillment is paramount to executing perfect parcel delivery. Transparency and resilience are a must for any retail/ e-commerce brand looking to successfully execute a parcel shipping strategy that delivers a positive customer experience while saving on transportation costs.

Top Retailers Going Beyond the Box with ProShip

Fanatics SEPHORA
AMERICAN EAGLE MICHAEL'S @QVC
Dillard's KOHL'S petco
Macy's ULTA
GNC LIVE WELL

Parcel shipping challenges today's top retailers face:

- High shipping costs and surcharges
- Carrier capacity constraints as a result of high parcel volumes
- Onboarding new global, national and regional carriers in a fast, effective timeline
- Shipment visibility and actionable parcel analytics
- Expanding omnichannel shipping capabilities to DC's, stores and logistics partners.

ProShip multi-carrier shipping software has the functionality and experience to take on these challenges and empower retailers to ship at lightning speeds, maintain compliance and build stronger than-ever customer experiences. With a legacy of satisfied and thriving customers, ProShip's advanced technology and automated shipping solutions are the key to its long-standing success.

ProShip and your Enterprise Technology Stack

ProShip's cutting-edge software solution is designed to integrate seamlessly with your existing systems and technologies to simplify your shipping process. Today's top companies rely on ProShip to automate and optimize the way your ERP, OMS/eCOM, WMS and shipping software work together to deliver on customer expectations while reducing the costs in the supply chain.

Shipping Cost
Material Master
Order Address Lines
Shipping Options to Evaluate
Evaluated results
OMS/eCOM
WMS
ERP



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.

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