

A photograph of the Brighton Collectibles store interior, showing shelves stocked with various accessories like bags and belts, and a chandelier hanging from the ceiling.

CASE STUDY

Shipping Intelligence: The Perfect Accessory for Brighton Collectibles

Brighton Collectibles, the leading name in accessories, is optimizing its transportation finance strategies through the power of parcel spend management. The company chose the Reveel Shipping Intelligence™ Platform to streamline its parcel shipping operations, gain deeper insights about its operations, and drive financial efficiency.

Founded more than fifty years ago, Brighton Collectibles is an accessories manufacturer and retailer, headquartered in City of Industry, California, with a robust e-commerce business and a network of more than 120 retail stores worldwide as well as over 2,000 independent retailers that sell accessories produced by Brighton. Beginning as a manufacturer of finely crafted men's belts, Brighton expanded over the years to become a leading provider of women's accessories.

Each season, the company's diverse and talented design team and craftsmen create new and modern versions of timeless accessories,

crafted in the unique Brighton manner, enabling customers to collect fashion-relevant pieces that can be treasured over time.

LEAN OPERATIONS NEED TO BE STRATEGIC - AND EFFICIENT

Outside of payroll, product and marketing costs, shipping is Brighton's largest expense - meaning that the company is always looking for ways to optimize this cost.

Brighton Collectibles has three channels, retail, ecommerce, and wholesale. Since the beginning of the pandemic, the volume of sales done

on the company's ecommerce channel has increased, making it even more important to ensure that all potential variables are analyzed and optimized to ensure cost-effectiveness and maintain customer satisfaction.

With the increased focus on the need to reduce expenses without impacting service and quality, the team at Brighton was interested in analyzing their transportation and shipping data to help make the best strategic decisions for the shipping operations.. They knew that there were levers to pull and buttons to push that could most likely improve customer satisfaction and strengthen relationships, while adding value to their ecommerce operations.

But accessing and understanding their shipping data was the first part of it. And that was shaping up to be a daunting task.

"We're a lean team," says Chris Cansiani, the CFO, Brighton Collectibles. "This means that we need to be as efficient as possible in how we run the business, but also that we're always looking for ways to improve our strategy and processes to improve operations, service and expenses."

In order to improve shipping strategies and ensure goods get to each of the three channels in a timely basis, Chris and the team at Brighton

needed to understand carrier options and be able to balance shipping options vs. costs and customer expectations. Gaining timely access to their shipping data would make informed decision-making possible, enabling the team to choose the service levels that best fit the needs of each channel, at any given time.

Multi-channel retailers must carefully plan for the Christmas shopping season, which typically kicks off in early November. They need to ship goods to wholesalers and stock their own stores promptly, while also fulfilling ecommerce orders. By strategically reviewing carrier services and deadlines, retailers can choose cost-effective shipping options that meet customer needs and reduce costs.

There is a great deal of coordination needed to make all three channels work effectively and efficiently - and Brighton wanted to do more. The company turned to Reveel and its Shipping Intelligence™ Platform for help.

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BRIGHTON COLLECTIBLES ROLLS OUT REVEEL DRIVING DEEPER INSIGHTS

Reveel is the only Parcel Spend Management 2.0 platform that uses advanced analytics, modeling and simulation, statistical analysis, and machine generated real-time insights to inform retailers like Brighton where and how they can improve their shipping efficiencies and expenses.

Reveel takes complex shipping invoice data, cleanses and normalizes it, then presents it in an easy-to-use application. The platform’s advanced analytics comb through mountains of shipping data to find ways to optimize shipping spending for cost-effectiveness, efficiency, and customer service.

Simply put, Reveel gave Brighton’s team the information it needed to make informed decisions about their shipping spending, transforming an expense line item into a strategic part of the business.

“Work smarter, not harder,” added Chris. “With Reveel we’re able to do just that.”

Because of the three different channels - and the very different needs of each - it was critical that Brighton’s team be able to not only access accurate shipping information, but be able to segment it by specific channel. This would make it possible to optimize each based on their unique variables.

Brighton needs accurate data in order to maintain appropriate shipping costs across the board.

“Market conditions change very rapidly in this industry,” explained Chris. “At all levels of our business we need to be agile and adaptable, whether it’s making sure we reflect the latest trends, or that we quickly recognize rising costs and make adjustments to offset them.”

The key factor for Brighton was being able to make good, data-based decisions quickly. Reveel enabled them to access and group their data by channel, and to use their software tool of choice to collect and analyze the data.

UNDERSTANDING KEY PERFORMANCE INDICATORS ARE KEY TO COST EFFECTIVENESS

Reveel's Platform makes it simple to measure and track an organization's shipping metrics within six key performance areas that Reveel calls Vital Factors. But the Platform doesn't just tell you what these performance areas are - it gives you actionable insights and concrete actions about each and how they can be improved for your organization.

The vital factors the Reveel Platform identify are:

- **Service Spend** - The total amount being spent with a given shipping carrier, annually. This includes accessorials and other line items on invoices.
- **Surcharge Spend** - The total amount spent on carrier-initiated surcharges, such as residential, fuel, and shipping dimensions charges.
- **Average Cost Per Shipment** - The average amount being spent per shipment, including the base rate, freight surcharges, parcel dimensions, and weight/zone considerations.
- **Minimum Charges** - The percentage of shipments that meet or exceed each carrier's agreed-upon minimum expenses.
- **Shipping Weight** - The total amount of product weight shipped over a given period. It is categorized into two parts:
 - **Average Weight** – the average shipping weight of a single shipment.
 - **% hitting DIM weight** – the percentage of shipments that incur a higher rate because they exceeded the dimensional weight threshold.
- **Average Zone** - The average distance traveled by packages.

Brighton shared many concerns which are very common to retailers their size; for example, how can they ensure the package size is correctly optimized for each shipment, and to get a better per shipment price, should they consider diverting some of their packages to smaller and/or regional carriers instead?

Chris shared that package and shipment size optimization requires the consideration of several variables all at once. For example, "...we don't want to make the box too big because then it becomes difficult for the employee to place it in a bag." He added that they also need to consider the frequency of shipments, as if a retail store is "...going to get another box in the next few days, perhaps we should consolidate the shipments to keep costs down."

He also explains that customers can choose from various shipping options, ranging from free to premium paid services. With access to shipping data, Brighton can monitor their average shipping rates and adjust fees and offerings accordingly as rates change and carriers implement annual

increases. Having this information readily available is a game-changer for the company.

Everyone in business is looking for an edge - the perfect fix to control expenses while still delivering for customers based on what they expect for any retailer. But the ability to do that relies on having good data, fast, to power your decisions with.

“It can be challenging when pulling data directly from carriers to try and make sense of it. We want to establish a lasting process to access the targeted data needed quickly and easily. The goal is to set something up that enables us to analyze the business, and then never have to touch it again.”

IDENTIFYING AND CORRECTING ISSUES

One of the promises of having shipping data accessible is that issues and anomalies can be identified and corrected before they cost the organization time and money to fix.

For Brighton, there could be spikes in shipping expenses that they'd need to examine further. Some are well-known to the team, such as around major holidays like Christmas or Mother's Day. But at times there would be a sudden increase in cost, and it would waste hours of the team's valuable time to manually sift through the data pulled from carriers to identify the issue. Did they miss a minimum amount and not qualify for an expected discount? Was there really increased demand (and why)? Was

there increased sales from an expensive zip code? All of these possibilities would take time to examine - and in the meantime, expenses continued to grow.

With Reveel, Brighton is able to immediately drill down into the expenses incurred during a specific time period and identify why their costs were up. At the same time, the Platform can indicate what Brighton should do to rectify each issue.

One example was when there was a spike in expenses that were unexplained. It turns out that there were a great deal of address corrections being made, and when the carrier makes the correction, they apply a fee to the shipper. Without data that can show you exactly which addresses are being corrected, it can be time consuming to identify and correct. Late fees are another great example - sometimes a retailer's clients can change their ERP systems, and without reason a payment term or code can be changed, and they get hit with a late fee. “When you have the right technology in place, it becomes easy to conduct these sorts of account maintenance tasks,” said Chris.

And sometimes, the spike is warranted. For example, the Reveel platform's anomaly detection algorithms noticed a spike in early February that was unexpected, the Brighton team took a look at the data to see what the issue might be. They discovered that the spike was due to a seasonal holiday as there is always early shipping requested to be delivered in time for Valentine's Day (typically 5-10 days before February 14th).



RESULTS

With accurate, timely and easy to understand data at its fingertips because of Reveel, efficiency has improved across the board, as have cost savings. The lean organization is able to conduct shipping analysis on par with larger competitors, identifying spikes in expenses or unexpected fees and making adjustments as needed.

The insights provided by the Reveel Platform changed the way that Brighton negotiates with carriers for annual contracts. The insights, data

and information helped the company be able to negotiate better contracts with carriers, as they were coming into the discussion armed with an accurate picture of their actual shipping spend. No more discounts in areas which were ultimately irrelevant to Brighton's business.

“Data enables us to make better decisions - and Reveel gives us the ability to use those insights to optimize every aspect of our shipping operations, while maintaining the service levels customers have come to expect from Brighton Collectibles.”



Reveel is the leading Shipping Intelligence™ Platform that enables companies to level the playing field with FedEx and UPS. With over 16 years of parcel agreement management expertise and \$400M+ in savings for its clients, the company provides actionable insights to help customers make smarter business decisions and have peace of mind. Reveel helps shippers leverage the power of data science and peer comparison data to capture significant ROI and improve their competitive advantage.

Request a demo today to see how you can leverage automation to synthesize your data, ship more for less, and reduce the time needed to identify issues and action items.

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