Making Drop Shipping Less Complex for a Boutique Online Shopping Destination

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Recently, a boutique online shopping destination faced a major operational challenge: managing the complexity of its drop-shipping model while maintaining financial accuracy. With numerous vendors, and each assigned their own parcel shipping account, tracking shipping expenses across the business was a daunting task.

One of the biggest pain points was carrier payment processing. While this online retailer could track vendor performance through individual parcel accounts, they struggled with efficiently managing carrier invoices, reconciling shipping costs, and ensuring accurate month-end financial reporting. The company needed a better way to allocate costs and track shipments at various stages of fulfillment.

INTELLIGENT ORDER MATCHING AND REAL-TIME FINANCIAL INSIGHTS

Reveel stepped in to help the online retailer gain control over its shipping data through the implementation of its Shipping Intelligence Platform. Reveel delivered up-to-date data and insights to the company about its shipping operations, enabling it to understand what it was spending on, and how to optimize it. The key elements of the solution included:

- **Order Match Integration**: Reveel built a GL coding system to integrate an order match process. This allowed the online retailer to identify which business unit a shipment belonged to, even when it wasn't immediately apparent from the carrier data.

- **Automated Invoice Reconciliation**: At the end of each month, Reveel provided a detailed breakdown of invoices and orders, highlighting shipments that had been invoiced and those still in transit or awaiting invoicing.

- **Real-Time Accrual Tracking**: By integrating a daily order match feed, Reveel ensured that the company could track all shipments leaving distribution centers or being processed by drop-ship vendors. Ashipments

that hadn't yet matched an invoice were flagged, allowing them to accrue costs proactively.

- **Cost Estimation and Financial Reporting**: Using a rolling three-month average cost per package by service level, Reveel provided accurate cost estimates for shipments still pending invoicing. These insights helped the online retailer improve financial forecasting and reporting accuracy.

GREATER FINANCIAL ACCURACY AND OPERATIONAL EFFICIENCY

Reveel's Shipping Intelligence Platform significantly improved the efficiency and cost effectiveness of the online retailer's shipping operations. Some of the key benefits included:

- **Enhanced Financial Clarity**: By automating carrier payment processing and invoice reconciliation, they gained real-time visibility into shipping costs and outstanding accruals.

- **Improved Efficiency**: Manual processes were reduced, allowing the company's finance teams to focus on strategic decision-making instead of tracking down shipment data.

- **Scalability in Drop-Shipping**: The ability to track vendor-specific shipping costs allowed the online retailer to optimize its drop-shipping network and manage the company's shipping expenses more effectively.

- **Proactive Cost Management**: With rolling cost estimates and daily order matching, the company could finally anticipate and allocate shipping costs more accurately, avoiding end-of-month surprises.

By delivering a structured and embedded analytics process, Reveel became a critical part of this leading online retailer's financial and operational workflows. Reveel's transformative technology helped the company maintain accuracy, efficiency, and financial control in their logistics operations.

To learn more about how Reveel's Shipping Intelligence Platform can help your organization gain control over its shipping operations and expenses, click here.