

CASE STUDY

Conquer the Claims Process for Damaged or Lost Parcels – Don't Leave Money on the Table or Customer Relationships to Chance

Far too many shippers struggle to manage the claims process or fail to hold their carrier partners accountable for shipments that fail to meet service level guarantees, are damaged or lost. Now is the time to conquer the claims process once and for all.

CLAIMS RECOVERY – SUCCESS WHEN THINGS GO WRONG

Shippers and carriers know the reality all too well. Despite great care, due diligence and the best laid plans, mistakes happen. Even under the best of circumstances, if you ship enough parcels some are stolen, some are lost, some are damaged and some are late.

The reason for these mishaps are as varied as the items being shipped, but all have one thing in common: failures are costly. All necessitate additional steps in the shipping process, from customer service interventions to returns. But for shippers serving businesses that require fast access to supplies or dynamic omnichannel retailers and e-commerce companies, that's just the beginning.

The ramifications of a stolen, lost, damaged or missing parcel can be significant. Business continuity is often the first casualty, such as when a crucially needed part for a manufacturing line, shipped in the fastest manner possible, goes missing and leaves an entire facility offline. And for any organization that relies on parcel shipping to fulfill orders – among them B2B stalwarts, healthcare and pharmaceutical companies, and well-known retail brands – a late, lost or damaged parcel always results in a disappointed customer.

That is why shippers have long struggled to navigate the claims process in an effective and efficient manner, whether reviewing carriers' feeds that report failed shipments or working to reconcile them with customers' communications on everything from porch pirates to packages that contain damaged products.

Making sense of these variables in real time for the numerous parties involved, including carriers, shippers, customer service representatives, and customers is a demanding and complex task.

LEAVING DOLLARS ON THE TABLE – AND MORE

One reality puts shippers' struggles with claims in stark focus. Carrier refunds remain one of the most obvious but consistently overlooked parameters among shippers. In our engagements with new customers and prospective ones we have found that about 75% of shippers fail to file claims for reimbursements they are entitled to because carriers failed to meet service-level guarantees. This is literally unclaimed money left on the table.

Beyond the overt impact of not claiming funds owed to them, the inability of organizations to effectively manage claims or gather, analyze, and act on the intelligence inherent in claims data, has many important implications not just for shippers, but also fulfilment, financial and operational leaders, including:

- **Financial Governance:** For organizations that ship many thousands of parcels, claims data can have a material impact on bottom-line results. Organizations that lack real-time visibility over shipments, including failed ones that require returns, are unable to provide accurate and up-to-date financial reporting, a reality that impacts everything

from accounting to inventory.

- **Operational Intelligence:** Claims data includes valuable intelligence on everything from high-risk shipping destinations in which products are most prone to theft or damage, and insights that impact everything from product mix to packaging protocols. Claims data is therefore important to a variety of departments, including the usual suspects like fulfilment and finance as well as marketing, product design, sales, and operations.
- **Customer Relationship Management:** Every carrier claim represents a pivotal customer interaction – one in which the customer did not receive what they purchased, or if they did, did so under less than ideal circumstances. The ability to gather, analyze and act on claims data is crucial to gauge customer satisfaction and to take remedial action when needed.

WHY THE DIFFICULTY?

Given the importance of carrier claims, why do organizations fail and why do shippers struggle to gain visibility and control over their claims data? There are several key issues:

- **Shipping data is complex:** Claims are but one development in a process that is already complex. Each shipment is an ad hoc event shaped by a constantly changing web of variables from new rules and fees on everything from zones to a wide array of



GOAT GROUP – CONQUERING CLAIMS

Operating five distinct brands, including [GOAT](#), [Flight Club](#), [Grailed](#), [Sneakers.com](#) and [alias](#), Goat Group has a community of more than 60 million members across 170 countries. A leading innovator who helped shape Reveel's claims functionality, the company files tens of thousands of claims each year with carriers through Reveel's platform.

“The satisfaction of our customers in each and every interaction with us is crucially important,” says David Lewington, AVP of Logistics at GOAT Group. “With Reveel, we not only have the real-time visibility we need to ensure we receive the reimbursements we are entitled to in our claims process, but also that we can proactively move to address issues that impact the purchasing experience for customers. The fact that this information is also of immense value to financial and operational leaders is icing on the cake.”

surcharges, including those applied for fuel costs, delivery areas and more.

- **Disparate systems and data sources:** Claims data touches and resides in many disparate systems from carriers' networks to shipping, call center, CRM, financial, accounting, Enterprise Resource Management (ERP), transportation management systems, and more. To be effectively used and managed claims data must be integrated across such disparate environments.

CONQUER CLAIMS ONCE AND FOR ALL WITH REVEEL

Reveel's Shipping Intelligence™ Platform uses powerful data science that enables shippers to gain visibility and control over their shipping activity, including shipments that necessitate claims, once and for all. Reflecting the spirit of innovation that empowers shippers to proactively manage parcel spend and drawing on the powerful capabilities in the platform's Analytics Hub – a fully embedded business intelligence environment that features powerful drill-down analytics – shippers, financial leaders and operational executives can:

- **Automate the entire claims process:** With Reveel, shippers can automate the entire claims process, from identifying tracking numbers that require a claim, to submitting claims and accounting for payment.
- **Identify areas where items are frequently lost or stolen:** Are certain zip codes plagued



by stolen packages? Should signatures or lockers be provided? With Reveel, shippers have the data at their fingertips needed to make important decisions.

- **Provide financial intelligence and governance:** With Reveel brands gain immediate visibility not only over shipped items and accruals – but also those for which claims are needed. The ability to seamlessly integrate Reveel with ERP and other systems of record enables organizations that have numerous shipments, and therefore significant capital, in movement to see and monitor their financials in real time.
- **Make strategic product decisions:** Are certain products prone to breakage? Reveel connects carrier data to order and SKU-level insights, giving shippers powerful visibility

into items that are routinely subject to claims.

- **Delight Customers:** With Reveel, shippers and operational executives gain immediate intelligence on customers whose purchasing experience was impacted by a failed fulfillment experience – insights that enable brands to take immediate action to strengthen the customer experience.
- **Enhance Carrier Relationships:** Reveel's powerful data science enables shippers to use claims data to evaluate at a granular level where carrier partners can improve – intelligence valued by both parties as they work together.

To learn more about how you can conquer claims with Reveel [insert landing page or link to additional information].



Reveel is the leading Shipping Intelligence™ Platform that enables companies to level the playing field with FedEx and UPS. With over 17 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.

Get a Demo



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