

GRI CUSTOMER SPOTLIGHT

How Our Annual GRI Rate Guide Helped a Retail Leader Save on Shipping

December 2024

Each year, after the big two carriers - FedEx and UPS - release their annual General Rate Increase (GRI) reports that detail the rate increases, new fees and surcharges to be levied on shippers, the team at Reveel jumps into action.

When Reveel was founded, one of the company's initial goals was to help shippers gain better information about their shipping expenses and what adjustments could be made with their carrier partners to cut costs and maintain service levels. As a part of that, our team of analysts pours through every page and every line item of the GRI reports, to not only produce the GRI Guide, but to also program the modeling and simulation technology in the Reveel Platform to enable clients to run simulations that will identify the true impact of all the changes on customers.

Many of our clients mark the moment that the GRI guide is released on their calendars, as it is the moment that planning for the new year - and any necessary negotiations with their carrier

partners - begins in earnest. For one retailer customer, the knowledge that Reveel provided about how the GRI changes would impact them made a big difference.

This retailer commented that “a GRI impact analysis isn't usually a cost savings opportunity. It typically is about gaining transparency into exactly how the annual set of tweaks impacts our costs.” Rate increases and changes to variables such as package size and delivery zones impact every company differently. But having information about what the extra, sometimes hidden fee changes are empowers companies like our retailer to be able to make changes before the impact is felt.

“The knowledge of how the GRI changes would impact us gave me the ammunition to go back to my carrier and renegotiate our agreement.” For any companies, like our retailer here, who sell and ship sometimes heavy, oftentimes oversized goods, being able to negotiate from a position of



strength was critical. “If we just assumed costs would increase in line with the rate increase that made headlines, we would have been caught off guard when the bills came.” The analysis and insight that Reveel’s GRI modeling and simulation technology provided also helped our retailer be able to properly discuss the increase in costs with their internal finance and planning departments, and to state what they were doing about it, ensuring that there were no surprises.

While this retail customer didn’t need to move

in a different direction, many companies use the annual GRI guide to see whether a change to a different carrier - or a shift from a single to a multi-carrier approach - is a better adjustment than re-opening negotiations.

You can download our annual rate guide here: <https://reveelgroup.com/2025-gri/>, and if you’d like to learn more about how Reveel can help your organization get a handle on rate increases (and potential money saving adjustments), sign up for a demo and free impact analysis [here](#).



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.

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