

CASE STUDY

Empowering Business Decisions with Reveel's GRI Impact Analysis

INTRODUCTION

In the ever-changing landscape of shipping costs, General Rate Increases (GRIs) announced by carriers like UPS and FedEx pose a significant challenge to businesses. These increases are complex, affecting each customer differently based on their unique shipping profiles. Reveel's GRI Impact Analysis equips businesses with the insights needed to navigate these changes, providing clarity and transparency that transforms uncertainty into actionable strategy.

THE CHALLENGES

For many businesses, GRIs underscore a frustrating lack of visibility into how announced rate changes will specifically impact their shipping programs. This lack of clarity leads to:

- Difficulty in budgeting and forecasting for shipping expenses.
- Challenges in communicating the financial impact to internal stakeholders.
- Missed opportunities to negotiate better terms with carriers or adjust operational practices.

As a result, businesses are left reactive instead of proactive, unable to fully prepare for the financial impact of GRIs.

REVEEL'S SOLUTION: TRANSPARENCY AND CLARITY

The Reveel GRI Impact Analysis empowers customers by changing the rules of the game. Shippers are provided with detailed, organization-specific insights that accurately measure exactly how carrier rate increases will affect their programs in the year to come. Key benefits include:

- **Transparency:** Customers gain a clear view of how the rate changes will impact their unique shipping profiles.
- **Actionable Insights:** Businesses often use this data to inform financial planning, accurate forecasting, and drive potential rate adjustment conversations with their carriers.
- **Strategic Advantage:** With clarity on GRI impacts, companies are equipped to make informed decisions on how to adjust their operations or agreements.

CUSTOMER PERSPECTIVE

Many of Reveel's customers share a similar experience:

"Before working with Reveel, I felt completely in the dark about how GRIs would affect my business. Now, I have the data and insights to not only understand the impact but also plan effectively for the future. This transparency gives me options—whether it's negotiating with carriers or making internal adjustments, I feel empowered to act."

THE IMPACT OF INSIGHTS

With GRI Impact Analysis, customers have achieved:

1. **Enhanced Budgeting and Forecasting:** Armed with data, finance teams can allocate resources accurately and plan for increased shipping spend.
2. **Informed Negotiations:** Some customers have successfully renegotiated rate caps or added amendments to their agreements to mitigate the impact of GRIs.
3. **Operational Adjustments:** Visibility into surcharges and overage fees enables businesses to explore cost-saving opportunities such as adjusting packaging dimensions or evaluating alternative shipping options like LTL carriers.

ZOOMING OUT: INDUSTRY TRENDS

Reveel's GRI analysis is especially critical in today's shipping environment. UPS and FedEx are increasingly focused on profitability per piece, with changes targeting package dimensions and surcharges. Key trends include:

- **Double-Digit Growth in Surcharges:** Additional handling and oversize fees have grown by 25% year-over-year, disproportionately affecting businesses with larger packages.
- **Carrier Preferences:** UPS and FedEx continue to narrow their definition of their ideal customer - focusing on specific market



segments based on package dimensions, service, geography, and weight.

- **Alternative Solutions:** Businesses with frequent overage fees are re-evaluating their options, including shifting to alternative carriers, exploring LTL shipping, or optimizing packaging sizes.

REAL-WORLD INSIGHTS FROM REVEEL

Reveel's analysis has uncovered surprising trends, such as FedEx's actual rate increases closely matching the announced 5.9% average—a rarity in the industry. Insights like these highlight the importance of visibility, as seemingly small percentage changes can have significant financial impacts when applied to high shipping volumes.

CONCLUSION

Reveel's GRI Impact Analysis doesn't just identify how GRIs will affect a customer's shipping program—it empowers businesses with the tools to act. Whether through renegotiating agreements, adjusting operations, or improving financial planning, customers gain the clarity and confidence to face rising shipping costs head-on.

In a shipping environment increasingly driven by complexity and surcharges, Reveel's insights are not just valuable—they're essential for staying competitive. Businesses that leverage Reveel's analysis are better positioned to navigate rate changes, minimize costs, and optimize their shipping strategies for long-term success.



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.

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