

CASE STUDY

How U.S. AutoForce Drove Time and Control Improvements from their Parcel Operations

2025

In a business where speed and accuracy are everything, **U.S. AutoForce** was feeling the strain of its parcel shipping operations.

With more than 70 distribution centers nationwide - and a mission to keep the automotive aftermarket moving, U.S. AutoForce ships a massive volume of packages every day - everything from tires to small, specialty automotive parts. But managing the cost and complexity of those shipments had become a growing challenge.

Carrier invoices were piling up. General ledger (GL) coding was a weekly headache, eating up hours of valuable staff time. Claims for lost shipments often went unfiled because the process was just too tedious to manage at scale. And finance teams were stuck making best guesses at shipping accruals - simply because accurate data simply wasn't available until weeks later.

"It felt like everything was a manual effort," recalled the company's Distribution and

Operations Analyst Tanner Schatzel. "There were just too many spreadsheets, too many workarounds, and not enough visibility."

That's when U.S. AutoForce turned to parcel shipping intelligence leader Reveel.

TAKING CONTROL, ONE PROCESS AT A TIME

The initial goal was simple: Get better visibility into what they were spending on parcel shipping and why.

Like many companies, U.S. AutoForce was seeing steady increases in shipping costs. Contracts with major carriers had become more complex and less transparent. The team needed to understand which surcharges were driving costs up, how much they were paying across services, and whether those costs aligned with contractual expectations.

Reveel's [shipping intelligence platform](#) powered by PSM (Parcel Spend Management) 2.0



technology, gave U.S. AutoForce's team the exact data clarity they were looking for.

"Once we got the dashboards up and running, it was eye-opening," said Schatzel. "We could finally see where our money was going and how different services were performing. That alone was a big win."

But what started as a visibility project quickly evolved into something much bigger.

AUTOMATING GL CODING

One of the biggest pain points for U.S. AutoForce was the manual GL coding process. Every week, a team member had to sift through parcel invoices - line by line - to assign the correct GL codes before passing them to finance. It took upwards of 25 hours a week.

"It truly felt like a full-time job," added Schatzel. "The process was incredibly time-consuming, and we realized it wasn't a sustainable approach."

Reveel's GL coding automation changed everything. Now, instead of processing invoices manually, the team simply uploads a spreadsheet with all the shipping data. Reveel's shipping platform automatically applies the correct codes based on custom rules and historical logic. The entire process takes less than two hours a week.

"We went from 25 hours to 2. That freed up an enormous amount of time - not just for me, but for the entire operations team."

MAKING CLAIMS MANAGABLE

Another area ripe for improvement was the claims process. With so many tires and parts

shipped every day, the occasional loss or damage is inevitable. But the burden of filing claims - especially with large carriers - often outweighed the potential recovery.

"I hate filing claims. It's tedious. It's frustrating. And when you're already stretched thin, it just doesn't happen," Schatzel admitted.

Reveel streamlined the process. With automated claims tracking and a simplified filing interface, U.S. AutoForce could now recover money they had previously been leaving on the table.

SOLVING THE ACCRUAL PROBLEM

For the finance team, one of the biggest challenges was accruals. Because parcel invoices are often delayed, it was difficult to match shipments to actual costs in real time. That meant relying on estimates at month-end, which are sometimes off by tens of thousands of dollars.

But by integrating Reveel into U.S. AutoForce's existing systems, including their shipping software [ProShip](#), the operations team was able to forecast costs accurately as soon as shipments left the building.

The combination of Reveel and ProShip gives U.S. AutoForce a real-time window into its spending. Even if they haven't received the invoice yet, they know exactly what's coming, making month-end closes much more accurate and a lot less stressful for the finance team.

INSIGHTS THAT DRIVE STRATEGY

Beyond the day-to-day efficiencies, Reveel gave U.S. AutoForce a strategic edge. With tools that simulate the financial impact of general rate increases (GRIs), peak surcharges, and service-level choices, the team could finally make data-informed decisions.

"We're no longer reacting to rate changes after they hit us. We can model the impact ahead of time and plan accordingly," said Schatzel. "That kind of foresight is invaluable."

The ability to compare carriers and services has also helped U.S. AutoForce optimize performance. Reveel's platform gives the company true, real-time visibility into carrier performance - who is delivering late, who is missing pickups, and so on. For example, by isolating data from a problematic carrier and tracking on-time delivery metrics, the team was able to make a case for shifting volume to a better-performing provider, ensuring that customers continued to receive the high level of service they'd come to expect from the company.

Another powerful advantage of the Reveel platform is its ability to monitor revenue tiers in real time. Basically, both major carriers offer revenue-based incentives; i.e., the more a company spends, the more it saves. However, if spending dips below a certain threshold, the shipper can lose access to discounts that shave several percentage points off every package. With Reveel, U.S. AutoForce is able to see where



it stands - if it is nearing the top of a tier, or the bottom, which is the difference between knowing whether they're at the risk of losing discounts, or if they need to make a push in order to unlock more savings. The insights empower U.S. AutoForce to act proactively, such as collaborating with sales to drive volume, adjusting shipping modes, or planning around spend fluctuations to maintain the most favorable rates.

When all was said and done, U.S. AutoForce reduced their shipping costs by more than 30% - and did it through smarter carrier contract strategies, visibility into audit processes, and automated claims management.

BUILT TO EVOLVE

One of the things that impressed U.S. AutoForce was the flexibility of Reveel's platform. From

custom exports and dashboards, to the ability to create ad hoc reports for the finance team or the company's executive leadership, the system was built to adapt.

"When we wanted to pull a 10,000-row invoice into a single report and apply custom GL codes, they made it happen. When we asked for new features or logic, they responded quickly," said Schatzel. "It's rare to have that kind of partnership."

Today, U.S. AutoForce has transformed its parcel operations from a source of frustration to a model of efficiency. Processes that once took days now take minutes. Finance teams have better data, faster closes, and fewer surprises. And the operations team has more time to focus on what really matters: providing fast, quality service to customers.



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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