

# case study



## How Genesco Turned Parcel Chaos into Clarity and Unlocked Smarter Shipping Decisions with Reveel

### The Challenge: Complexity and Limited Visibility

For years, Genesco operated at a massive scale, moving millions of packages annually across a complex network of retail, e-commerce, and wholesale channels. But like many high-volume shippers, scale came with a hidden cost: limited visibility.

As the parent company behind brands like Journeys, Johnston & Murphy, and Schuh, Genesco's parcel operation is both expansive and mission-critical. Yet behind the scenes, the team lacked the tools needed to fully understand and control its shipping spend.

Reporting was manual. Data was fragmented. And critical insights, like where money was being lost or how carrier decisions were impacting the bottom line, remained frustratingly out of reach.

***"We were still running everything out of Excel,"*** said Britt Freeman, Domestic Logistics Manager.

***"It took five to six hours just to complete month-end reporting, and even then, we were piecing things together".***

It wasn't just inefficient, it was limiting. Without detailed, reliable reporting tied to business units and GL codes, finance and logistics teams couldn't align. And without that alignment, optimizing spend at scale was nearly impossible.

At the same time, costs were unpredictable. With a per-transaction pricing model, shipping expenses fluctuated month to month, sometimes doubling during peak season when volume increases, making accurate budgeting a constant challenge.

**Genesco knew something had to change.**

### A Search for Visibility—and Control

By late 2024, Genesco began evaluating new solutions with a clear mandate:

- Gain real-time, actionable visibility
- Eliminate pricing uncertainty
- Empower faster, smarter decision-making

After reviewing multiple providers, one platform quickly separated itself from the rest.

Reveel is a purpose-built shipping intelligence platform designed for high-volume parcel shippers. Combining advanced data analytics with hands-on, consultative support, Reveel helps organizations uncover hidden costs, optimize carrier strategies, and take control of their shipping operations.

From the very first demo, the difference was clear. **Reveel** didn't just show Genesco their data. It showed them how to leverage their data to drive efficiency and reduce costs.

To eliminate pricing uncertainty, Genesco benchmarked **Reveel's** flat monthly fee model against five years of historical invoices.

This analysis revealed that **Reveel's** proposed pricing structure generated cost savings compared to what Genesco had historically paid, confirming that the move offered predictability and a better financial return from day one.

## From Manual Work to Meaningful Insight

After going live in mid-2025, the impact was immediate. What once took hours now takes minutes. The successful migration and integration of business unit and GL codes, a major requirement for Genesco, was completed by the **Reveel** team in less than 90 days. This rapid turnaround allowed the Genesco team to align finance and logistics much faster than anticipated.

Instead of building reports from scratch, Genesco's team can now generate them instantly using pre-built templates, fully integrated with business unit and GL-level data. The result? Reporting time dropped by nearly two-thirds. But the real shift wasn't just speed; it was clarity.

Each day, the team logs into **Reveel** to review Actionable Insights, a feature that highlights hidden cost drivers across their network. Suddenly, decisions that were once reactive became proactive.

*“We're able to go in, identify issues, and actually fix them,”* Freeman explained.

Daily use of the platform's actionable insights proactively manages internal compliance on issues like package weights and service types. Freeman can look at these VitalFactors dashboards each day to identify adjustments needed within the company to eliminate excessive cost.

**One of the biggest early wins** came from something deceptively simple: address corrections. By identifying internal data entry inconsistencies and fixing them at the source, Genesco cut address correction fees in half, reducing those costs by nearly two-thirds overall. It was a clear example of what had been missing before: visibility that leads directly to action.

## Turning Data into Strategy

As the team grew more comfortable with the platform, they began to move beyond cost control and into strategic optimization. **Reveel** and their consultative approach didn't just surface issues; it helped Genesco understand why they were happening and what to do next.

Carrier agreements, for example, became far easier to evaluate. What once took four to six weeks, waiting on analysis from a third-party provider, now takes just over a week.

Contracts can be uploaded directly into the platform, with side-by-side comparisons and detailed breakdowns delivered in days.

That speed fundamentally changed how Genesco negotiates. Instead of reacting to carrier proposals, the team now approaches conversations informed, prepared, and confident.

*“It's been instrumental in helping us decide which carriers we want to partner with, and who we don't,”* Freeman said.

This consultative support extends beyond analysis. Freeman praised the partnership, stating that his consultative support extends beyond analysis. Freeman praised the partnership, stating, ***“The level of communication with Reveel is phenomenal. The entire team has been nothing but supportive, and the communication has been superior to what we did have.”*** He added that the ***“level of communication, dedication, and accountability is like night and day”***.

## Navigating a Volatile Carrier Landscape

That confidence couldn't have come at a better time. With carrier pricing changing rapidly, and often unpredictably, shippers are under increasing pressure to evaluate alternatives and rethink their networks. **Reveel's** consultative support has helped Genesco do exactly that.

By modeling different scenarios, comparing carriers, analyzing transit times, and understanding how shifting volume impacts discounts, the team can make smarter, more informed decisions. As Quinn Nelson, **Reveel** Senior Program Manager, the goal is simple ***“Move customers past manual work—and into true decision-making.”***

## Unlocking New Opportunities

Perhaps the most exciting impact of the partnership is what it's enabling next. Genesco has been limited to a single parcel carrier in the U.S. due to system constraints. But with **Reveel's** insights, the company is now exploring a multi-carrier strategy internationally, starting with Canada.

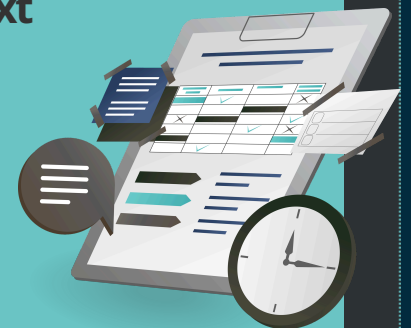
Early analysis, including an analysis provided by Nelson's team, has already identified the potential for seven-figure savings by introducing an additional carrier into the mix on the e-commerce side. It's a significant shift, not just in cost, but in mindset. Instead of operating within constraints, Genesco is now actively testing, learning, and optimizing.

## A Foundation for What Comes Next

While the partnership is still in its first year, the results are already clear:

- Reporting time reduced by two-thirds.
- Address correction costs cut by 66%.
- Faster, more informed carrier negotiations
- Predictable, stable pricing based on historical data analysis
- New opportunities for multi-carrier optimization

But perhaps most importantly, Genesco now has something it didn't have before: **Confidence in its data and the decisions built on top of it.**



## Advice to Other Shippers

For companies facing similar challenges, Freeman offers simple but powerful advice:

“*Know what you want. For us, it was reporting and visibility—and once we saw what was possible, everything changed.*”

## Looking Ahead

As Genesco approaches its one-year mark with Reveel, the focus is on scaling what's already working:

- Expanding multi-carrier strategies
- Quantifying full-year savings
- Bringing greater optimization to global operations, including providing detailed cost analysis to Genesco's sister company in the UK and the Republic of Ireland, Schuh.

Ultimately, the success in Canada and the UK is providing a crucial proof point for Genesco's biggest domestic opportunity. The team is now gathering data to present to executives, arguing that the return on investment from multi-carrier optimization warrants making the extensive IT lift in the US a priority. By leveraging **Reveel** to transform supply chain management from a cost center into a strategic lever, Genesco is building the business case for a multi-carrier future with the potential for significant, seven-figure cost savings across the entire enterprise.



**Reveel** is the leading Shipping Intelligence™ Platform that enables companies to level the playing field with their carriers across all modes of transportation. With over two decades of parcel spend management expertise and over \$8Bn spend under management, the company provides real time actionable insights to empower customers to make smarter business decisions and have peace of mind. With the **Reveel** Shipping Intelligence Platform, backed by guidance from industry experts, shippers leverage the power of unified shipping data analyzed with AI, Machine Learning, and data science to capture significant ROI and improve their competitive advantage.



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