

CASE STUDY

One of the Nation's Largest Auto Parts Retailers Upends Its Fulfillment Operation With Reveel

One of the nation's leading auto parts retailers uses Reveel's platform to attain true parcel shipping intelligence, general significant savings and streamline operational and financial processes. They are just getting started.

THE CUSTOMER

With a popular e-commerce site, thousands of stores, and distribution centers across the country, the omnichannel auto parts retailer spent well over \$150 million each year on parcel shipping costs, with the lion's share covering the fulfillment of online purchases. Its shippers already ran a sophisticated operation, but they wanted to improve their operations and were keenly aware of evolving trends in the industry.

One goal reigned supreme. The shippers wanted to gain granular, real-time visibility over parcel shipments and corresponding data at scale – an endeavor, which if successful, would enable the company to effectively address three pivotal challenges.

THE CHALLENGES:

The retailer knew that the impact of parcel shipping performance and cost containment efforts on profitability would only increase, a point made clear in the [2025 Joint E-Commerce Trends and Outlook Forecast](#) from the Auto Care Association and the Motor & Equipment

Manufacturers Association, or MEMA, in which researchers predicted 5.4% compounded annual growth in e-commerce through 2030. As Philip Atkins, director, strategic research and planning at MEMA, noted in the corresponding [news release](#) “The percentage of consumers starting their in-store purchasing journey online has grown steadily since 2018, emphasizing the importance of an online presence and an e-commerce strategy.”

These findings mirrored the retailer's experience. The popularity of its e-commerce site continued to skyrocket, making shipping costs more applicable than ever to the bottom line; however, several challenges hindered the company's e-commerce strategy and efforts to manage shipping costs and provide better service for commercial consumer customers in urgent need of parts. These challenges included:

1. The Black Box of Parcel Shipping Data:

Despite the impact of parcel shipping on fulfillment costs and the margins associated with each sale, the retailer had limited visibility into its own data, and virtually no SKU-level insight. This



lack of visibility, and consequently lack of control, was not just a result of the web of constantly changing variables that can dramatically impact shipping costs – among them carriers’ new surcharges, rules and fees. It also reflected the complexity and sheer scale of the retailers’ own operations.

With thousands of stores and thousands of online purchases occurring at any given time the company’s shippers, operational executives and finance teams lacked a platform able to make

sense of it all. What’s more, any visibility was only gleaned after the fact – negating the ability to take proactive steps to keep parcel shipping costs in check.

2. The Increasing Prominence of Accessorial Charges:

The company knew the auto parts industry was more susceptible to carriers’ efforts to increase revenue-per-package, particularly for oversized or heavy items. By their very nature, hard parts were exactly the kind of shipments most likely to

be impacted by special handling charges.

But shipping costs were increasing to historic levels. The cumulative impact of the annual general rate increases, or GRIs, of the two largest carriers, FedEx and United Parcel Service (UPS), alone represented a 27% increase in shipping costs from 2021 through 2025.

The impact on heavy and oversized packages was even greater: a 108% increase for UPS and 116% increase for FedEx for oversized items, and an 88% increase for UPS and 93% increase for FedEx for weight-related additional handling charges – all in the same period from 2021 thru 2025.

But that wasn't all. The retailer saw an important new trend emerge: carriers were increasingly introducing accessorial charges – from new surcharges, to definitional changes – such as which zones trigger Delivery Area Surcharges – with little or no warning. Now the company faced the very real threat of rapidly changing shipping costs that threatened margins on every part sold and shipped.

Without visibility or control, the prospect of unknowingly shipping entire parts categories and product lines at a loss was a very real possibility. The status quo was no longer sufficient.

3. The Opportunity Cost of a Reactive Approach:

The company's operational and financial leaders were also attuned to the limitations of operating

blind and reactively. With no platform or dashboards for reporting, no single version of the truth able to quantify profit and loss impacted by fulfillment-related costs, and no modeling and simulation capabilities to proactively know how carriers' changes or different attempts to mitigate them impacted budgets, the entire enterprise was at a significant disadvantage.

Marketers couldn't optimize their product pricing strategies with a keen understanding of how shipping costs could be "discounted" to increase online sales. Operational leaders couldn't effectively earmark the location of new stores or distribution centers by analyzing shipping data, and finance teams couldn't easily track accruals or other imperatives for weekly reports or even quarterly earnings.

The shipping department had no idea of the cost implications of any new carrier charges or policy shifts. Nor could they see how negotiated rates, terms and conditions would impact their shipping profile.

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Even more fundamentally, the shipping operation couldn't audit its own operations for invoicing or billing mistakes. Nor could it effectively track when carriers failed to meet their own service levels.

THE SOLUTION

The retailer's shippers knew the answer lay in achieving granular, real-time visibility over its shipping data and activity across its e-commerce site, stores and distribution centers. Combined with the ability to pose "what-if?" scenarios enabled by powerful modeling and simulation capabilities, such visibility would enable the transition from a reactive approach to parcel spend management to a proactive one. This would enable it to actively search for and pursue savings opportunities for any business function impacted by parcel spend.

Reveel's Shipping Intelligence Platform stood out for its proven ability to deliver savings. Brands that used the highly intuitive and flexible platform saw their parcel shipping costs decrease by 22% on average. Many achieved significantly higher savings.

Reveel's customers also benefited from the deep drill-down analytics, extensive audit capabilities, and an intuitive interface featuring dashboards that showed in-the-minute, mission-critical operational and financial information. With highly customizable reporting, Reveel made putting the right information in the right hands straightforward – from general ledger reporting,

to insights on everything from product packaging to carrier performance.

The rollout was fast and easy. In the first month, the company worked to determine which of the many reports now possible with real-time, granular visibility at scale would be most helpful. Working with Reveel's experts, the company created dashboards that provided the specific intelligence stakeholders throughout the company needed to make better decisions, from drilling down distribution strategies to how cost effectively specific SKUs were delivered.

Even the exercise of making the dashboards in the initial days after deploying Reveel's Shipping Intelligence Platform delivered an immediate financial impact, with Reveel's experts finding more than \$1.6 million in erroneous charges from the company's carrier.

The company also began to immediately deliver greater value beyond the fulfillment operation. One of the first dashboards and corresponding report created enabled the finance team to instantly incorporate shipping costs into quarterly earnings reports.

THE FUTURE

Now armed with Reveel's Platform, the shipping department is ready to use the platform – and the actionable intelligence it delivers – to quickly and effectively institutionalize and complete several initial endeavors, including:

- **Full auditing and a new automated carrier claims process:** Using Reveel's Shipping Intelligence Platform, the company will institute an automated claims system that identifies and tracks all claims data, while also tracking refunds when the carrier fails to meet its own service-level guarantees, such as when a package is delivered late or is damaged. The existing process was time-consuming, inefficient and prone to errors – literally leaving money on the table.
- **Data-driven carrier contract negotiation:** With the unprecedented insight into its own shipping profile that Reveel enables, the company's shipping department is negotiating new terms, conditions and exceptions with its carrier – a process that promises to reverse or halt the dramatic shipping cost increases incurred in recent years.
- **The development of a multi-carrier option:** Utilizing the platform and working with Reveel's experts, the company is also looking at building out a multi-carrier strategy that will enable it to better mitigate carrier cost increases. With Reveel, shippers are able to effectively optimize multi-carrier programs while managing negotiated volume tiers and other complexities in real time. Reveel's experts are further supporting this effort by recommending and vetting potential regional carriers and alternative last-mile delivery options – all of which can be incorporated into the platform with ease.

The retailer has additional plans for Reveel's platform. Among these are to work with carrier partners more holistically by matching shipments with the ideal service levels, and the viability of exploring how 3PLs can assist.

The retailer's supply chain leaders plan to use the platform to gain a consolidated view of the company's complete transportation spend with Reveel All Modes, a new freight audit and payment (FAP) solution introduced in 2026. All Modes expands on Reveel's parcel spend management capabilities and to create a comprehensive, mode-agnostic solution that spans parcel, air, ocean, rail, less-than-truckload, and full truckload. With it, the retailer will be able to optimize shipping practices across all of its channels, delivering a powerful solution for e-commerce, store fulfillment and more.

Importantly, as a member of Reveel's Customer Advisory Board, the company's leaders will also support Reveel's culture of innovation and efforts to continually bring new and needed solutions to customers.

Request a demo today to learn how Reveel's Shipping Intelligence Platform enables leading omnichannel retailers and e-commerce companies to ship for less, optimize business and financial processes, and optimize functions impacted by fulfillment, transportation, logistics and supply chain strategies.

[Get a Demo](#)



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 18 years of parcel agreement management expertise and over \$8Bn spend under management, 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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