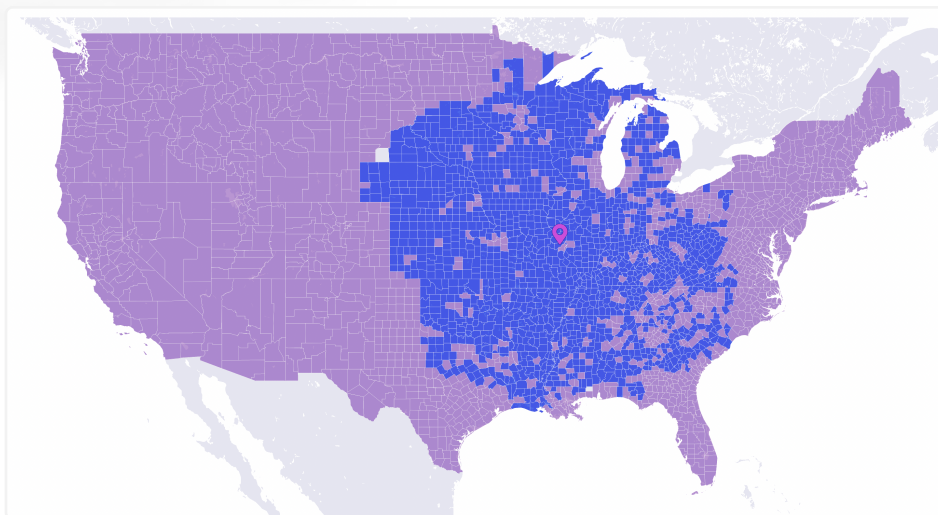Stord Fulfillment
Parcel Services

Reduce parcel expense, meet or exceed customer delivery expectations, and boost customer loyalty

For DTC/B2C and omnichannel brands, last mile delivery and parcel expense can be one of the largest costs, impacting any order's profitability. Traditionally, brands have negotiated with a shipping provider for package delivery at standard service levels. This often results in excess costs from higher service levels than needed and/or dissatisfied customers as packages don't always arrive as promised.

With Stord Parcel Services, brands can **optimize the service delivery level for each package,** based on customer expectations, actual delivery performance, fulfillment location to delivery location and of course, cost. This not only drives **significant cost reduction** but **boosts customer satisfaction** as your packages are **delivered on time.**
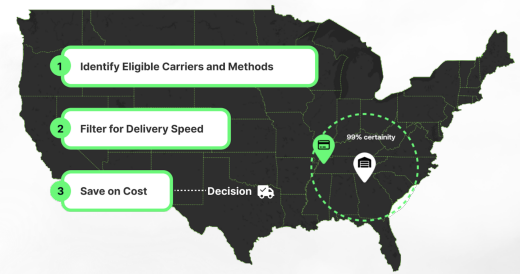
Too many companies are trapped overspending on last mile shipping to ensure they can deliver on time. But with Stord, you can benefit from advanced modeling, optimization and automation that **identifies the right carrier** *and* **service level** *for each order.* This way, you'll stop spending on a higher service level than actually is needed. Finally, be confident in meeting your '2-day shipping' promise (expected by 70% of consumers!) without excessive parcel spend.

SERVICE METHOD A
SERVICE METHOD B

EXAMPLE: OPTIMIZED PARCEL SERVICE DELIVERY CAN IDENTIFY THE BEST CARRIER AND METHOD FOR EACH OF YOUR INDIVIDUAL ORDERS

How It Works

Unlike simple, standard carrier 'rate shopping,' Our *Stord One* software platform evaluates each package's individual characteristics in real-time, and selects the **most efficient and cost-effective service level and delivery provider that will meet the expected delivery date.** And by negotiating competitive, volume-based rates with national and regional shipping carriers across our entire customer base, we can pass those savings to you.

Save money automatically shipping on cheaper methods when you can still guarantee 2-day delivery

Selecting the Right Carrier and Service Level

- **Gate Shopping:** Identify shipping carriers and service levels that can handle specific shipment characteristics (size, geography, etc.)

- **Date Shopping:** From there, identify shipping carriers and service levels that can handle delivery speed requirements and 'Deliver by' dates based on predictive modeling from historical performance

- **Rate Shopping:** And from there, select the most price effective carrier and service level at the moment of label generation
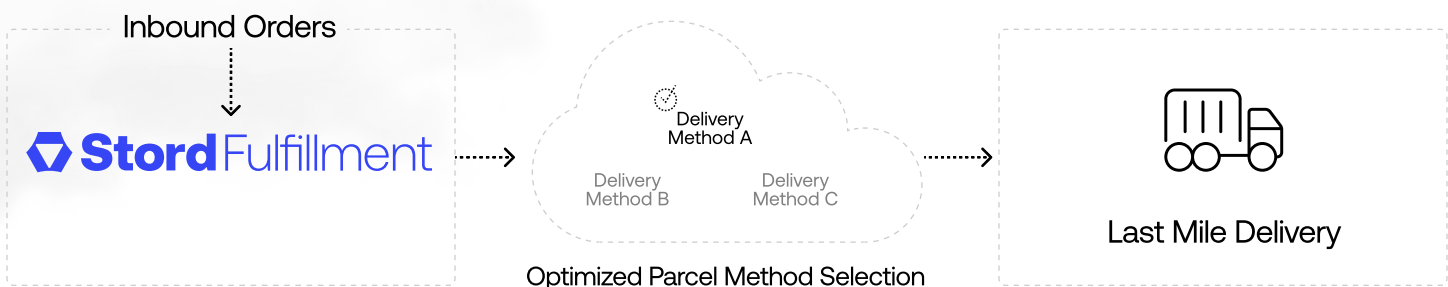
Stord Parcel Service Options

Stord offers parcel service and delivery via a number of leading national, international and regional carriers. Our range of delivery methods can meet your specific requirements. These include:

Economy	Residential Ground	Commercial Ground
Second Day	3 Day	Standard Overnight
Sub 1 lb	BPM	Priority DDP OZ
	Priority DDP LB	International DDU

With Stord Parcel Services, Your Brand Will:

- **Decrease parcel spend** while **hitting delivery timeframes**

- **Boost customer satisfaction** by meeting/exceeding customer delivery expectations

- **Optimize parcel carrier selection** for speed, cost, and accuracy by using predictive decision making on a *per-order basis*

- **Benefit from competitive multiple carriers** without the hassle and complexity of vendor negotiations or operational headaches

Example:

Inbound Orders

Stord Fulfillment

Delivery Method A
Delivery Method B
Delivery Method C

Optimized Parcel Method Selection

Last Mile Delivery

Stord Parcel In Action

Gate Shopping
Limit to Carriers and Methods Which Can Handle this Shipment

Stord manages carrier-level eligibility conditions on your behalf, thus eliminating the need for you to manage complex business rules on your side.
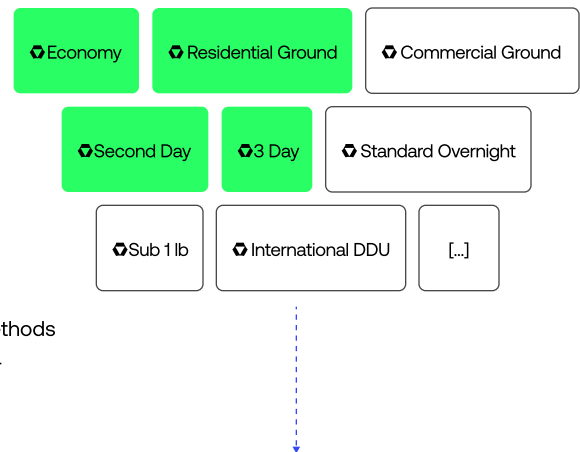
For example, we would evaluate the following shipment information:

> From ZIP: 89433
> To ZIP: 98178
> Address: 123 Main Street
> SKUs: 1
> Dimension: 9x6x4
> Weight: 3 lbs
> Hazmat: Yes (Lithium Ion)

and determine details like:
- Methods where the destination is outside serviceable zones; in this case there are none
- Hazmat, therefore eliminate Air methods
- Domestic, therefore eliminate international methods
- Eliminate methods which don't support 9x6x4

APPLICABLE SHIPPING METHODS

Economy	Residential Ground	Commercial Ground
Second Day	3 Day	Standard Overnight
Sub 1 lb	International DDU	[...]

Date Shopping
Limit to Carriers and Methods Which Can Meet Delivery Speed Requirements

Next, we do a second pass to understand speed constraints - by modeling the probability of each method of actually hitting the required date, and filtering out all methods that won't meet your promised "Delivery SLA." **This differs from other approaches that simply rely on carrier SLAs.** (For example, a 5-Day Ground method might still be in scope in some cases because our analysis shows it's always delivered ZIP<>ZIP in two days, whereas other approaches will automatically disqualify it.)
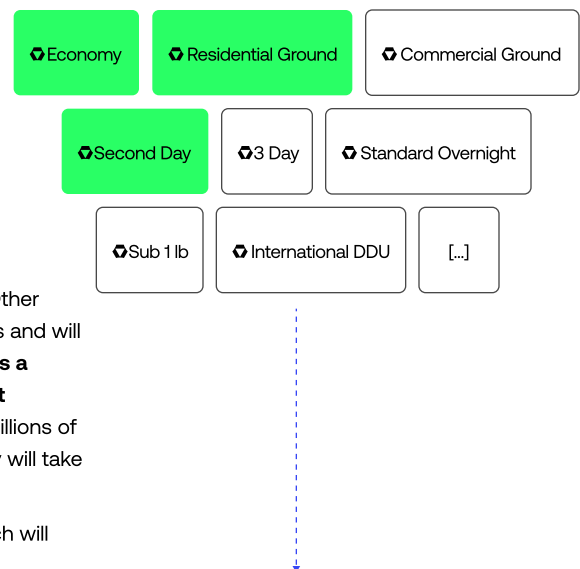
Example shipment information:

> Deliver By: March 13
> Today: March 11

In this scenario, delivery must be made in 2 days. Other tools make a speed decision based on carrier SLAs and will default to a 2-Day service method, but Stord **makes a decision based on predictive modeling from past performance.** We can determine from modeling millions of shipments how fast each available method actually will take to ship from ZIP 89433 to ZIP 98178.

In this scenario we filtered out those methods which will not predictively be delivered in 2 days.

APPLICABLE SHIPPING METHODS

Economy	Residential Ground	Commercial Ground
Second Day	3 Day	Standard Overnight
Sub 1 lb	International DDU	[...]

Rate Shopping
Select Least Expensive Available Carrier and Method

It is only at this point that we analyze cost. Other systems would call out to all carriers to rate shop. Instead, **we model predictive rates to determine which of the appropriate methods will be the cheapest,** and only then connect to that single carrier to get the actual label.

Example rates for this shipment:

> Stord Second Day: $9.34
> Stord Residential Ground: $8.12
> Stord Economy: $5.95

In our final example, Stord Economy will deliver from 89433 to 98178 at a price that is $2.17 cheaper than the other two options, within the time frame needed, and is our selection. Your package is shipped via that method, and you're assured of its on-time delivery at the best price.

APPLICABLE SHIPPING METHODS

Economy	Residential Ground	Commercial Ground
Second Day	3 Day	Standard Overnight
Sub 1 lb	International DDU	[...]

Are you ready to move your supply chain to the cloud?
Get started: call us at **1-833-700-2025** or email us at **sales@stord.com**.