A Luxury Jeweler Uncovers $1M a Month Savings With EasyPost Analytics

Wins

1
week integration

1
day to see results

$1M
savings a month

Challenge

A global luxury jewelry company came to its customer service team at EasyPost with a request. The jeweler's customers loved the quality and versatility of its products, and company leadership wanted to bring their shipping and delivery to the same level. In order to provide the best experience possible, the company needed greater actionable visibility into its operations, especially between shipment and delivery.

The jeweler received data from their shipping and delivery operations but could not translate the data into actionable insights fast enough. Frequently, by the time the data was relayed to the company, the situation had already changed. This made it challenging to stay current with the status of shipping operations and nearly impossible to provide satisfactory customer service.

How we help

To EasyPost, the solution was simple: set the jeweler up with EasyPost Analytics. The tool consolidates data from every part of a company's shipping operation—including EasyPost's powerful Tracking API—into a central dashboard to provide comprehensive analytics services that help companies understand their data sooner. This holistic supply chain visibility empowers companies to make proactive decisions.

In April 2021, the jeweler agreed to a 3-market trial period in the U.S., Canada, and Germany leading up to its peak Mother's Day shopping season. Even with decades of experience and expensive preparation, this high-volume period was normally difficult for the jeweler to navigate. The additional strain of COVID-19 meant that shipping volume would be even higher. The EasyPost team knew they needed to deliver, and integration was completed in one week.

easypost
ANALYTICS

"EasyPost Enterprise allows users to understand how carrier delivery performance impacts the overall fulfillment experience for their customers. "

Josh Mayer
EasyPost Analytics
Co-Founder and CEO

Results

This top jeweler saw some major benefits after implementing EasyPost Analytics such as enhanced customer experience, incredible savings, and global data visibility.

Enhanced customer experience

From day 1, EasyPost Analytics allowed the jeweler to identify parcel-specific delivery times and track packages with incredible accuracy. It also gave them the ability to make proactive decisions surrounding customer support, which improved the customer experience during a crucial shopping period.

For instance, if a package would not arrive in time for Mother's Day, customer service could now proactively reach out to the customer to inform them of the delay and, if necessary, offer a discount. This data also allowed the jeweler to respond to and resolve issues faster. This was a new level of proactivity only made possible as they fully understood their data.

Incredible cost savings

EasyPost Analytics' solution offered the jeweler a more accurate view of its expenses and quickly revealed costly inefficiencies for the jeweler, such as discrepancies in costs when shipping between the U.S. and Canada. With a little digging, the company's team found that carriers would sometimes weigh a parcel in grams and other times in ounces and then charge substantially different shipping fees. With the data from EasyPost Analytics in hand, the team could step in and correct the issue with the carriers for future shipments, saving approximately $1 million per month.

Global data visibility

After a successful Mother's Day trial, the jeweler was thrilled with the EasyPost Analytics system and elected to expand the integration globally. Now, wherever customers are shopping worldwide, the company can trust that its customer service and shipping teams are equipped with actionable data to make informed, proactive decisions.

Ecommerce shows no signs of slowing down its growth. The companies that survive will be those that can provide excellent customer service and keep up with their customers' shipping expectations. EasyPost Analytics' ability to translate shipping data makes it possible for companies like this global luxury jeweler to have a holistic view of their operations and make more informed, proactive decisions, enhancing customer service and eliminating unnecessary costs.

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