



ShipWorks

Case Study - Monster Cellular Store



ShipWorks® Helps Cell Phone Seller Manage Monstrous Growth

Leading the way in new, refurbished, and used products, Monster Cellular Store's growth revolves around great owners, partners, employees, automation software and dedication. The company has been in the wholesale and distribution business utilizing various ecommerce platforms for the past decade, including selling on eBay. In 2007, significant resources were dedicated to further developing their ecommerce business and the resulting growth has been explosive. Within one year, Monster Cellular has grown from shipping 10 phones per day to 600, and projects up to 1500 per day by the end of 2009.

Monster Cellular's Comments on Key ShipWorks Features:

Endicia Integration

"ShipWorks exports any order info we need and places it on our thermal labels. This helps reduce errors in packing."

Filters & Customization

"If you can think of an organization method you need, you can do it with ShipWorks."

Batch Printing

"Printing 200 shipments at a time is literally as easy as 1 - 2 - 3!"

Automation Rules

"We have ShipWorks automatically send our customers an email notification when we process labels. We even have separate e-mails promoting our extended warranties and use the software to moderate e-mail campaigns."

Centralized Database

"Each customer service rep has a copy of ShipWorks and uses it in real-time when customers call in with questions."

Reports

"Total gross, number of pieces, insurance, sales tax, and more..."

Customer Service

"ShipWorks customer service is STELLAR!"

As the business began to grow, order management and shipping fulfillment began to pose a real challenge for Monster Cellular. Managing post sale tasks for 100 orders was a 20-step process that took at least one hour from start to finish. The team at Monster Cellular looked to ShipWorks software to streamline their post sale tasks.

"When we integrated with ShipWorks, the results were instant," said Dustin Jones, E-Commerce Operations Director. "Shipping 1,500 orders on a Monday takes only 2 to 3 hours with ShipWorks. With the previous method, these types of shipping numbers would be impossible to handle on a daily basis. ShipWorks' extensive flexibility with filters, automation rules, and integration with Endicia's DAZZle software and all other major shipping carriers saves us hours of time, hassle, and confusion that after a while can easily be taken for granted."

To process their orders, the team at Monster Cellular simply chooses the orders they wish to ship, selects the desired carrier, makes any desired changes to shipping options, and clicks print. "Printing 200 shipments at a time is literally as easy as 1 - 2 - 3," said Jones.

"For a small or large company in the e-commerce world, software is something everyone needs," said Jones. "When I was selling out of my apartment in college, I was using ShipWorks. Now with a multi-million dollar company, we are still using the same shipping software and we feel it can accommodate our needs no matter how large the growth becomes. It works for the smallest of sellers and powerfully scales to the larger ones. We use a lot of systems and applications here at Monster Cellular and hands down ShipWorks saves us time and automates repetitive tasks. Mixed with flexibility, ease of use and an always up-to-date application I am able to devote my time to the other systems and daily tasks that help us expand our business."

About ShipWorks

Interapptive's ShipWorks software helps online sellers manage and ship orders. ShipWorks automates tasks and help improve customer service. Copying and pasting is eliminated with direct downloads from leading online marketplace and sales systems, including Amazon, eBay, PayPal, Yahoo! Stores and many other shopping cart systems. ShipWorks can print labels in bulk with its integrated support of DHL, FedEx, UPS, and USPS through Endicia. A 30-day FREE trial of ShipWorks is available at www.interapptive.com.