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Preparing for the Holiday Shipping Season



Agenda

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- Make your life easier
- Choose the right software solution for you
- Maximize your customers' experience
- Q&A session

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Make Your Life Easier



- Stock up on supplies:
 - Boxes (free flat rate boxes from USPS and Endicia!)
 - Lightweight packaging materials
 - Labels
 - Transparent storage boxes
- Choose your equipment
 - Purchase quality equipment
 - Postal scale
 - Thermal label printer
 - Use barcode technology

Optimize Your Shipping Space

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- 2 shipping stations are always better than 1
- Establish a routine
- Keep your shipping space tidy
- Create an efficient shipping area
 - Dedicated shipping workspace
 - All supplies ready at hand
 - Easy to estimate and replenish supplies

Manage Your Inventory Effectively

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- Make sure your inventory & order management systems are up-to-date
- Order adequate inventory from all your vendors **before** the onset of shipping season
- Catalog your merchandise in some form
- Set up a ranking system for order priority (express...)
- Throw in extra products in the shipment to free up space for new ones
- Clearly label shelves, boxes and aisles

Make Your Store Stand Out

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- Create template-based listings that stand out
- Price competitively
- Guarantee fast shipping
- Offer combined shipping discounts or free shipping



- Make friends at the Post Office
 - Talk to your mail carrier
 - Visit www.usps.com or call 800-ASK-USPS
 - Schedule carrier pick-up
- Stay up to date on the latest USPS news
 - Holiday deadlines
 - Price Change

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Choose The Right Solution For You



- Stealth Postage
- Ramp-ready integrated Forms
 - All-in-one Express Mail forms
 - International customs forms
 - APO/FPO
- Account Management
 - Package look-up & tracking
 - SCAN form

Fulfillment Features

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- Database integration
- Batch printing
- High-speed printing

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Maximize Your Customer's Experience



Improve Communications

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- Keep your customers in the loop
 - Email notifications
 - Delivery/Signature Confirmation
- Include special offer inserts
- Take the time to hand-write “Thank you” notes
- Respond to all questions in a timely manner

Offer Incentives To Loyal Customers

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- 10-15% off
- Multiple order discounts (Buy 2 get 1 free)
- Free shipping over \$ XX
- Returns accepted past the holidays

- Take time to reflect:
 - What went right/wrong
 - Shipping statistics
 - Time from order to ship
 - Time from ship to receipt
 - Additions to budget for next year
 - Extra employees
 - New hardware
 - New services or software packages
- Make plans while shipping season is still fresh in your mind



Wrap Up



- If you haven't done so already, please take this time to submit questions to our speakers using the Q&A chat window on your console.
- This presentation will soon be available for download at:

<http://www.endicia.com/Support/Webinars/>

- For general or account questions:
 - Email: sales@endicia.com
 - Phone: (800) 576-3279 x140
- For software or printer issues:
 - Email: support@endicia.com
 - Phone: (800) 576-3279 x130
- For anything:
 - Twitter: www.twitter.com/endicia
 - Facebook: www.facebook.com/dymo.endicia

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Thank you!

