



How This ShipStation User
Saves \$15,000 a Month on
Shipping With String.

VEILED

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About String

"String provides a dual-function service - it automates rate shopping for parcels that we fulfill through ShipStation and also notifies us early if a parcel appears to be misplaced or lost with the carrier."

Kareem Elgendy
CEO, Veiled

String plugs into ShipStation to automatically select the smallest package and optimal shipping service for every order you fulfill.

String then monitors shipments and sends delayed shipment notifications before your CX team gets the dreaded, "where's my order" call.

With String, you save money and get orders to customers faster.

Learn more at www.meetstring.com or email tyler@meetstring.com for a free shipping analysis.



The Problem

ShipStation automation rules caused expense leakages and a CX challenge for Veiled.

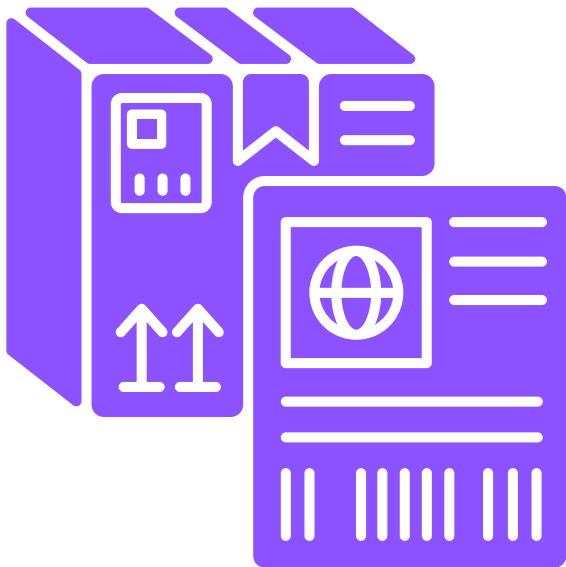
Veiled sells apparel to customers around the world exclusively from their DTC website. As Veiled grew, their fulfillment team became overloaded and they implemented automation rules in ShipStation to help fulfill orders faster. This led to two key problems:

- 1) Selecting overly expensive shipping services.
- 2) Orders misplaced or forgotten during the fulfillment process.



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How Veiled Selected Shipping Services Before String



Veiled implemented ShipStation automation rules to select a pre-determined service from UPS or USPS and then print shipping labels in bulk.

"We considered the most cost-effective options for each Service Level Agreement (SLA) category while setting up our automation rules."

- Kareem Elgendy

\$10.74

Average Shipping label cost with ShipStation automation rules.

As a ShipStation user, Veiled accepted that this was the best balance they could reach between efficiency and error leakage given the tools available to them.

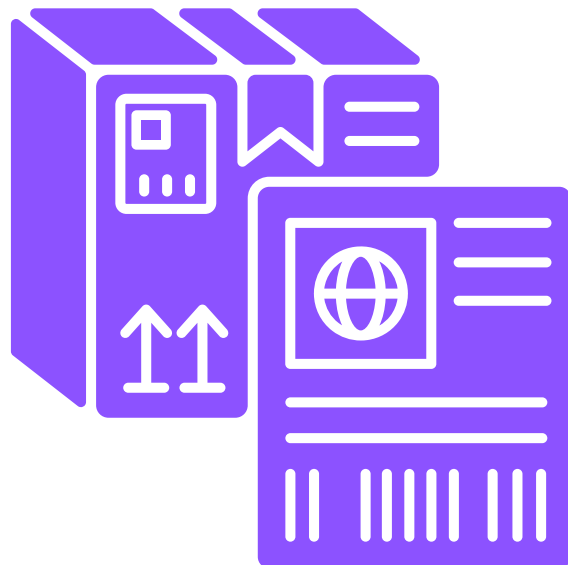
Strings Shipping Cost Impact on Veiled

Instead of using Static rules, String assesses the shipping cost of every available service that will deliver the order to the customer in time.

String checks both of Veiled's UPS accounts and their USPS account in real time for the lowest cost service level for every shipment in the US.

\$7.88

Average Shipping
label cost with String.



**Veiled saves an average of \$2.86
per shipping label with String.**

How Veiled Handled Order Delays Before String

"Before String, we often became aware of shipment issues only when customers reported them, which negatively affected our reputation for customer service."

- Kareem Elgendy

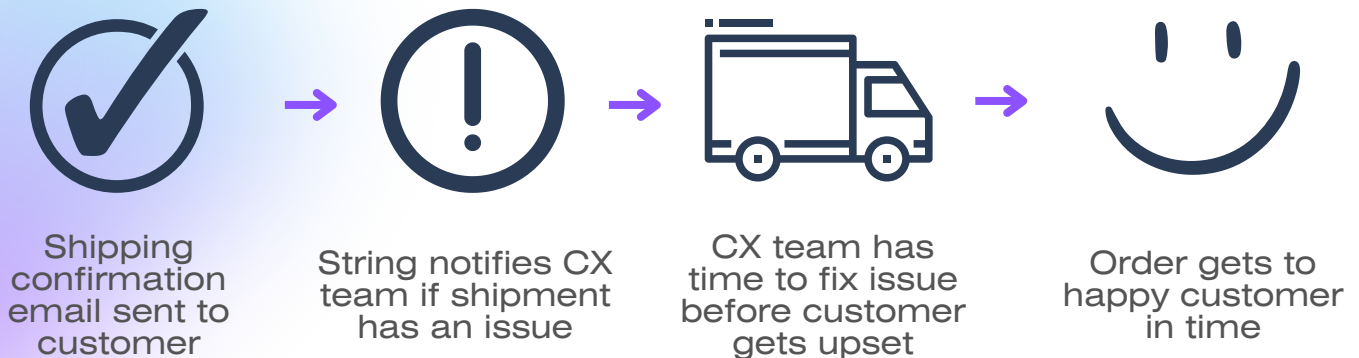


String's CX Impact on Veiled

String helps Veiled surface and resolve shipping issues before customers become frustrated and contact the CX team. As a result, more customers have a positive shipping experience.

"The unshipped order reports have significantly improved our operational efficiency by helping us minimize errors and quickly address issues with carriers."

- Kareem Elgendy



What was Onboarding Like?

"Our onboarding experience was highly positive. The String team, led by Tyler, were exceptionally responsive, quick, and willing to assist us even with issues not directly related to String"

Kareem Elgendy
CEO



What Veiled Loves About String

"String has had a substantial impact on our fulfillment process. It has led to substantial cost savings on shipping, reduced time spent on ticket preparation for fulfillment, and a decrease in customer complaints due to the unshipped order reporting feature. We are extremely satisfied with all aspects of String's service."

Kareem Elgendy
CEO, Veiled



How You Can Ship Better With String

Do you use a platform like ShipStation and want to save time and money on fulfillment while providing a better customer experience?

String offers a free shipping analysis to see how much money you can save by integrating our software.

Contact tyler@meetstring.com to request a free shipping cost analysis and see how much you can save!

Email

tyler@meetstring.com

Website

www.meetstring.com

