

CASE STUDY

Automating Efficiency: How Kwik Goal Boosts Shipping with Varsity Logistics

Varsity Logistics has become a key partner. Their solution streamlined our shipping processes, reduced costs through automation, and empowered our team with real-time data. This translates to exceptional customer service and a more efficient operation overall.

- JOHN HUHN, MIS DIRECTOR, KWIK GOAL

Project Requirements

- Streamline high-volume shipping processes exceeding 500 parcels daily
- Ensure real-time access to shipment data for improved customer service
- Integrate seamlessly with existing VAI S2K ERP
- Reduce reliance on costly and time-consuming carrier software upgrades
- Eliminate limitations of non-customizable carrier software

Challenge

Kwik Goal, a leading manufacturer of high-quality soccer equipment, has been a trusted name in the sporting goods industry for many years. They cater to a nationwide network of consumers and over 2,000 dealers, supplying them with soccer goals, balls, and a variety of accessories. During peak summer seasons, Kwik Goal's Pennsylvania warehouse ships a staggering volume, exceeding 500 parcels daily.

To ensure efficient order fulfillment and customer satisfaction, Kwik Goal relied on a combination of UPS shipping software solutions like UPS Online, and UPS WorldShip. However, as their operations expanded, the limitations of these carrier-supplied programs became increasingly apparent.

Here's what Kwik Goal faced with their existing system:

- **Costly and Time-Consuming Upgrades:** Each UPS software update necessitated modifications to their VAI S2K ERP interface, resulting in recurring development costs and requiring MIS support throughout the switchover process.
- **Limited Customization:** The carrier software lacked the ability to be tailored to Kwik Goal's specific shipping workflows, hindering optimization and efficiency.
- **Data Disconnect:** Information regarding processed orders relied upon batch uploads to the IBM i Series at the end of each day. This lack of real-time data access significantly impacted customer service capabilities as agents were unable to offer immediate shipment tracking information.

COMPANY BIO KWIKGOAL FC

Company Profile

Kwik Goal
Quakertown, PA
www.kwikgoal.com

Industry

Manufacturing
(Sporting Goods)

Varsity Products

ShipSoft-Parcel™
ShipSoft-Freight™
ShipOptimizer™

Shipping Volume

500+ parcels
per day

Carriers

UPS

of Shipping Locations

1

ERP

VAI S2K

Solution

To address their shipping challenges and streamline operations, Kwik Goal implemented ShipSoft-Parcel, Ship-Soft Freight, and ShipOptimizer. These combined solutions provide a comprehensive parcel and LTL multi-carrier shipping software solution that integrates seamlessly with their existing VAI S2K ERP.

Here's what Varsity's shipping solution offers:

- **Advanced Packaging and Rate Calculation:** ShipSoft-Parcel calculates exact rates in the web shopping cart, suggesting the most appropriate number and size of boxes needed to pack each order efficiently. This reduces packaging costs and improves the customer experience by providing accurate shipping estimates at checkout.
- **Carrier Selection and Optimization:** The software empowers Kwik Goal to select the optimal carrier for each parcel and LTL shipment based on factors like cost, speed, and service level. This ensures they get the best value for their shipping needs.
- **Automated Label Generation:** ShipSoft-Parcel eliminates manual label creation, streamlining the shipping process and reducing the potential for errors.
- **Real-time Data Access:** By remaining on Kwik Goal's IBM i server, ShipSoft-Parcel provides real-time access to shipment information within their existing VAI S2K ERP system. This empowers informed decision-making and enhances customer service capabilities.

Results

- **Streamlined Shipping Processes:** Varsity automates Kwik Goal's shipping workflows, eliminating manual tasks and improving overall efficiency.
- **Optimized Carrier Selection:** The ability to select the most cost-effective carrier based on real-time data ensures Kwik Goal obtains the best value for their shipping needs.

- **Reduced Costs:** Eliminating reliance on costly and frequent carrier software upgrades, along with streamlined processes, results in significant cost savings for Kwik Goal.
- **Real-time Shipment Tracking:** Integration with the ERP system provides immediate access to shipment information, allowing for real-time tracking and improved customer service.
- **Detailed Shipment History:** Varsity maintains a comprehensive record of all shipments, facilitating better reporting and analysis for future optimization.

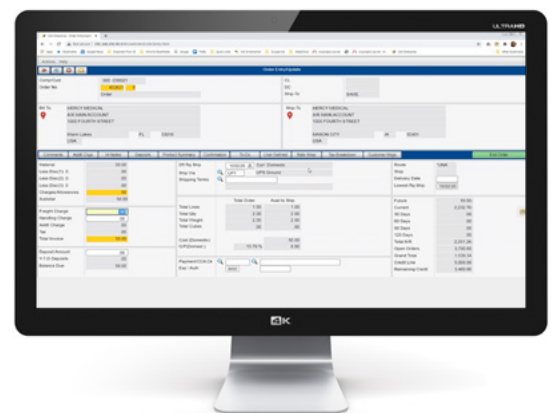
Benefits

- **Increased Operational Efficiency:** Streamlines workflows and reduces manual tasks resulting in a more efficient shipping operation at Kwik Goal.
- **Enhanced Customer Satisfaction:** Real-time shipment tracking empowers customer service representatives to provide accurate and immediate updates, improving the customer experience (CX).
- **Reduced Development Costs:** The seamless integration with VAI S2K ERP eliminates the need for costly modifications associated with carrier software upgrades.
- **Improved Decision-Making:** Real-time data access within their ERP system provides valuable insights for optimizing shipping strategies and future planning.
- **Greater Cost Control:** Optimized carrier selection and automation helps Kwik Goal achieve significant cost savings on their shipping operations.

Take **control** of your shipping today.

Learn more about how Varsity Logistics can streamline your shipping operations, reduce costs, and empower your business with greater control.

[SCHEDULE A DEMO >](#)



varsitylogistics.com

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