

# THE IDEAL SHIPMENT LIFECYCLE

Optimising your shipment management in 5 phases

WHITEPAPER



SHIP IT SMARTER  
WITH SHIPITSMARTER



What does your shipment process look like? Does it really fulfil your customer needs, improve customer experience and support your financial goals all at once? We believe that every successful shipment must go through 5 stages, a process that optimises your shipping procedures and supports your business goals as well.

You sell great products, yet your customers demand more. They simultaneously want your products delivered safely, completely, on time and at the lowest cost. We believe this can be achieved. How? Learn all about the 5 shipment lifecycle phases that will help you maximise your customer service and minimise your transport costs.

 PHASE 1  
**Order creation**

When your customers place an order, you need to be able to provide them with an accurate and reliable delivery date. At this stage, you can already weigh the options and advice on the fastest or cheapest available options. You might already have system integrations allowing your customers to see all relevant real-time shipping options when ordering online.





PHASE 2

## Shipment creation and consolidation

This is the shipping preparation phase, where you gather all shipping documentation, make airway bills, (conformity) certificates, create shipping and export packing lists and prepare invoices. Of course, there is nothing against shipping every customer order individually. Very often, however, you wish to identify smart options to consolidate multiple orders into single shipments, either for the full route or only part of it. A consolidated shipment will save you money without compromising the delivery date to your customer: quality and cost control go hand in hand.



PHASE 3

## Carrier selection

In this phase you select the best carrier. You have negotiated and contracted competitive rates with multiple carriers, but how do you know which carrier to select for a particular shipment? Taking your preferences and those of your customer into account you must determine the best carrier and confirm the requested service level to make sure your customers receive their goods on the day and time you promised and prepare the appropriate shipping labels and documents. It is also an option to have the customer select a shipping method with a preselected carrier in the order phase, by including the shipment costs in the purchase order.



PHASE 4

## Shipping

Your shipment is all set to go! At this stage, you wish to ensure that your shipment is picked up by the carrier and in transit to your customer. Tracking your shipment from pick-up through to delivery is certainly essential and providing this shipment data to your customer is also desirable. This ensures that the customer is present at the right delivery location and time to receive the parcel. You might want to ask your carrier for a delivery receipt. In case of exceptions, you would want to be notified, so you can act before the exception becomes an issue.



PHASE 5

## Invoice verification and financial settlement

Finally, you are invoiced by the carrier. At this point you need to check that the invoice is accurate. Check and recalculate rates and charges, gather information on delivery times and compare all that with the actual invoice data. The financial department needs your shipment data to check the invoiced rates making sure that the charged fees match the agreed rates and the requested service level. Deviations to the agreed service levels and delivery times have impact on the invoiced shipment costs. Any corrections and new invoices must be issued and sent. This might be feasible for a few shipments, but with hundreds or thousands of parcels shipped daily, you would need a specialised IT solution to perform this task on a large scale, which will save you an enormous amount of time.



FASTER. CHEAPER. MORE EFFICIENT.

SAVE AT LEAST

**10%**

ON SHIPPING COSTS

*The ShipitSmarter Transport Management Platform can do this for you, fully automated. As a result: Improved customer experience, shipping cost reduction and an efficient process.*

## Do you want to improve your customer experience and reduce shipment cost?

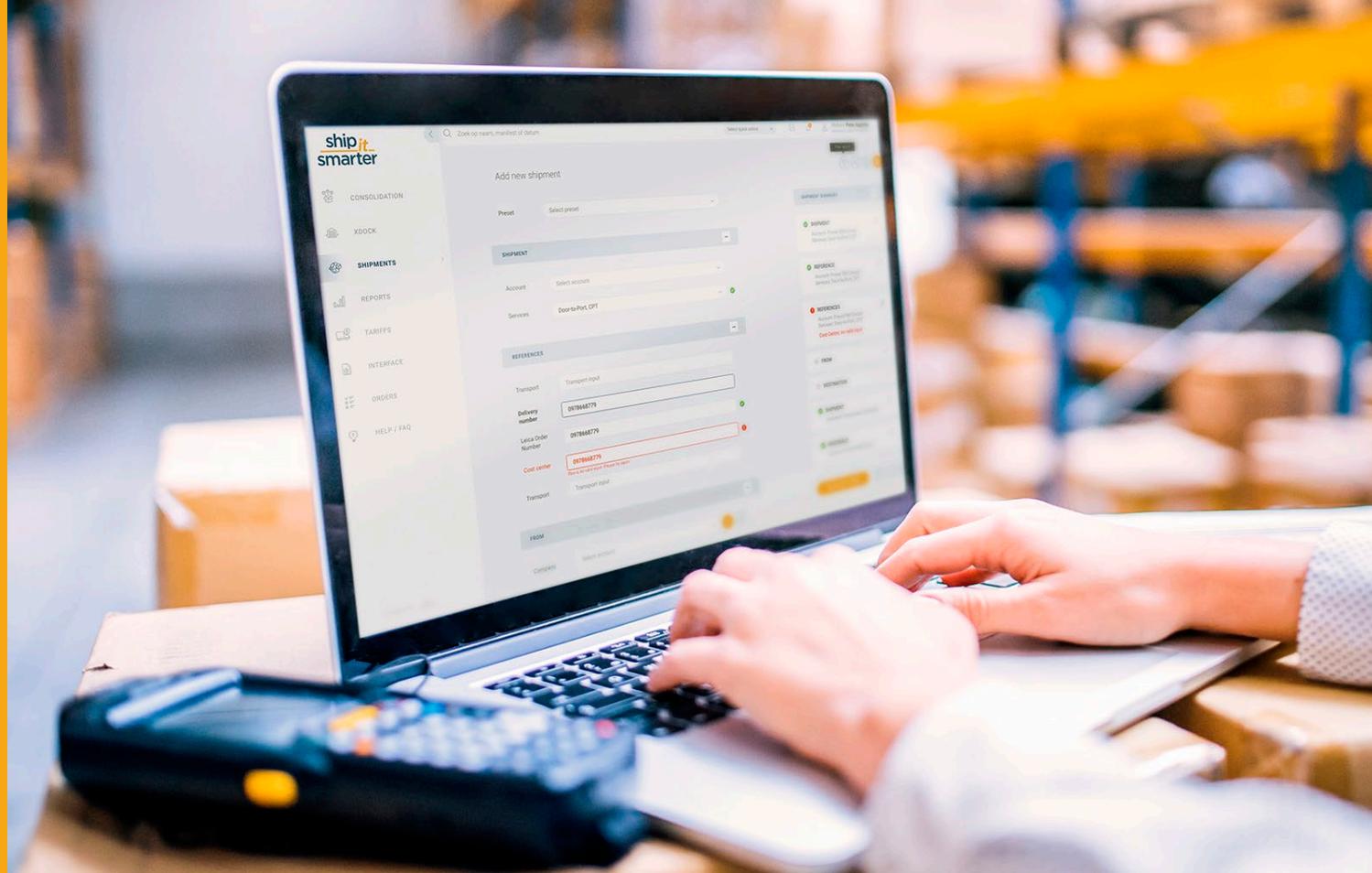
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