Wizard Distribution manufactures and sells metal detection tools, security wands and many other specialty tools. With a large inventory of rotating merchandise to ship both domestically and internationally, Wizard faced an increasingly complex shipping challenge. As online sales began to flourish, Wizard needed to support growing fulfillment volumes by automating previously manual practices for order processing and shipping—and turned to Descartes ShipRush™.

The Challenge: Growing Order Volumes Outpace Manual Shipping Practices

Because Wizard Distribution fulfills orders for a broad selection of different products, it maintains a large inventory of rotating merchandise in its warehouse. Merchandise is packaged up in parcels of a wide variety of shapes and sizes, which are shipped both to consumers and retailers across the U.S., Canada, Australia and a host of countries in Europe.

At first, Wizard processed all shipments manually, from bulk orders for retail customers or single packages for consumers. As business took off, however, the number of shipments increased rapidly to roughly 40 to 60 packages per day, or over 1,000 per month. Eventually, Wizard had six employees dedicated to order processing and shipping. For owner Billy Carmen, streamlining shipping using technology was the most viable path forward to a sustainable and profitable business.

Wizard deployed the cloud-based Descartes ShipRush solution, which helped the company ship parcels more efficiently and cost-effectively.
Wizard deployed the cloud-based Descartes ShipRush solution, which helps small-to-medium ecommerce businesses and omnichannel retailers ship parcels efficiently and cost-effectively.

Using the system on tablets or smartphones, Wizard now automatically receives customer orders from its own online marketplaces, Amazon (in the U.S. and in multiple countries worldwide), eBay and more in one easy-to-navigate dashboard. From the dashboard, Wizard can also compare carrier rates and delivery options for shipments in real-time. With side-by-side carrier rate shopping, in combination with the solution’s postage discounts, Wizard can choose the most cost-effective and efficient option for every package.

“We were bogged down by our previous shipping process, and it also became challenging to manage shipping costs with changing rates and surcharges. We tried hard to offer low rates while not losing money on each shipment, but we were probably paying up to 40% more than necessary,” explains owner Billy Carmen. “With Descartes ShipRush, we now have an effective way to rate shop, which allows us to offer low-cost shipping and still make a profit.”

Descartes ShipRush also automatically prints shipping labels for FedEx, UPS, USPS and other major U.S. and global carriers, and allows Wizard to track shipments through to final delivery. Easy international shipping capabilities give Wizard’s customers a seamless, worry-free ecommerce experience. Additionally, premium customs content lets customers see their total international shipping costs including duties. With the solution, returns are also a simple matter with easy order verification and shipping labels emailed directly to customers.

Having remote access to Descartes ShipRush helps Wizard excel at customer service by providing Carmen and his now two-person team with the ability to easily access a customer’s order status and respond almost instantaneously. “The flexibility of having everything relating to an order in the palm of your hand and being able to transmit that information within minutes when a customer asks is a really powerful thing for a small business,” notes Carmen.

Wizard Distribution is so pleased with how Descartes ShipRush has improved fulfillment workflow and reduced costs that the company actively recommends the solution to other inventors and small businesses to help them manage their ecommerce fulfillment needs!