



Enterprise Shipping Solutions

Customer Case Study

Cooking.com's orders were taking off and the company quickly realized they needed to bring fulfillment in-house and needed a system that supported Postal consolidators and rate shopping across multiple carriers.

Cooking.com implemented Clippership integrated with Catalyst WMS. Clippership allows Cooking.com to ship with UPS, U.S. Postal service as well as manage shipments sent through a Postal consolidator providing low-cost shipping options to its customers. After packages are weighed, shipped, and labeled, Kewill's shipping solution communicates the tracking information back to its WMS and the web so customers can track their orders online.



Five years ago, Cooking.com was launched with the mission to offer the best assortment of cookware, accessories and specialty foods available anywhere. Today, the company ships on average over 1,000 orders per day, which increases dramatically to 5,000 to 7,000 daily shipments during the peak season. The jump in volume obviously doesn't faze its fulfillment group, as the e-tailing group named the company one of the Top Ten B2C Sites for service over the Holidays.

The e-tailing group secretly shopped 100 e-commerce sites to help determine the state of online customer service for the 4th quarter of 2002 using specific criteria such as e-mail response time, clicks to checkout, order confirmations, inventory status, and delivery time. In the end, Cooking.com was recognized as top-rate alongside other online powerhouses including Wal-Mart, Land's End, Office Depot and HSN.

When Cooking.com first launched its website, its orders were shipped through a 3rd-party fulfillment group. With the volume of orders taking off, the company quickly realized they needed to bring fulfillment in-house and enhance the functionality of their WMS by integrating an enterprise shipping solution with multi-carrier capabilities.

The system would also need to support UPS and U.S. Postal manifesting, as well as manage shipments sent through a Postal consolidator which allows them to offer low-cost shipping options to their customers. After evaluating various enterprise shipping solutions, Cooking.com decided that Kewill Clippership provided the functionality and scalability they required.

"Clippership enabled us to manage our own fulfillment and integrate efficiently with our Catalyst WMS. It had the functionality we were looking for including the ability to rate shop," says Bryan

Handlen, Vice President of Logistics for Cooking.com. "Kewill has been very responsive to our needs and is quick to answer any questions we may have."

Kewill Clippership is the leading carrier-compliant shipping system. Customers can automate shipment processing for UPS, FedEx, Airborne, DHL, BAX, Emery, the U.S. Postal Service and LTLs, as well as user-defined carriers. Kewill's shipping solution is certified through the U.S. Postal Service's Manifest Analysis and Certification (MAC) program and supports an array of easy, automated features enabling businesses to expedite their shipping and mailing processes. Clippership simplifies automation, supports flexible data integration, and performs extensive rate shopping to determine optimal shipment rates and routing.

In addition to its web storefront, Cooking.com also receives orders placed through its monthly catalogues. Today, all orders are packaged and placed on a conveyor system, which routes them to one of five Kewill shipping stations. From there, each package is weighed, rate shopped, and a shipping label is printed. All of the shipping information is then sent back to Catalyst WMS, which sends tracking information to the web so customers can easily track their orders online.

"Clippership benefits you as a vendor by giving you the flexibility to add on carriers such as a Postal consolidator, allowing us to extend the savings of low-cost 'super saver' shipping to our customers, With cost comparisons just a click away, the low-cost shipping option definitely gives us a competitive edge as an online retailer."

- Bryan Handlen, VP of Logistics for Cooking.com



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