



Customer

Classic Fishing
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Company Overview

Classic Fishing wants you to catch more fish! This privately held company in Clermont Florida was formed in April 1980. They specialize in plastic fishing lures for both fresh and saltwater. Perhaps you've seen long plastic worms dangling on fishing lines? They were invented here! Classic Fishing invented the original, and now much duplicated, 7.5" worm lure. Their most popular freshwater lure is called the Culprit and their saltwater lure is called Riptide. These lures are a fisherman's best friends! Classic Fishing began selling on-line in 2007 and their business continues to grow.

Situation

Classic Fishing sells and ships products through multiple channels, including retailers, distributors, and customers via catalogue and their on-line web site. To ensure their customers are completely satisfied, Classic Fishing offers several shipping options including services from UPS, FedEx, USPS, and LTL. Prior to QuickBooks enterprise edition, Classic Fishing used a vendor-supplied, PC based multi-carrier system to process 50 parcel shipments/day and several LTL shipments/week. Classic Fishing used a Postalia postage meter to print package tapes for USPS parcels and express packages.

Situation Summary

- Postage meter for USPS
- Inefficient international processing
- No USPS shipment tracking
- Shopping cart drop outs
- Customer dissatisfaction

Classic Fishing spent thousands of dollars per year in maintenance fees to keep the Windows-based software updated and carrier rates current, postage meter rental fees, and \$300 per year for USPS postal rate updates.

Then Beth Calvacca, Classic Fishing's VP Sales, heard about AgileShip SE, the only SaaS-based multi-carrier shipping solution available to integrate with QuickBooks through Intuit's App Center. Beth decided to try AgileShip SE for 30 days and turned to Agile New York for help.

Capabilities Required

Classic Fishing identified the following key system requirements:

1. One multi-carrier shipping app for all carriers
2. QuickBooks integration: the ability to automatically read order address data and line item detail, and update with shipping charges and tracking numbers
3. Integration with NCI 70lbs. capacity electronic scale and Zebra thermal label printer.
4. Eliminate address corrections with automatic address and residential validation
5. Support for UPS, FedEx (including Home Delivery), and USPS rating, shipping and tracking
6. Elimination of USPS postage meter
7. Discounts on USPS shipments
8. LTL rating and bills of lading

9. International shipping and forms creation
10. No upfront software investment, maintenance fees, lengthy implementations or costly rate changes.

Solution

Classic Fishing deployed AgileShip SE which met all requirements and exceeded expectations.

When Beth logged into AgileShip SE from the Intuit App Center, AgileShip SE instantly connected to Classic Fishing QuickBooks and automatically made Classic Fishing order data available for shipping which eliminated all manual data entry. AgileShip SE required no software installation. AgileShip SE integrates to Classic Fishing's electronic scale and thermal label printer.

Shipping is easy. Beth simply enters the order number and AgileShip SE accesses addressing and line item information from Quickbooks. AgileShip SE validates the address, residential status, and then displays Classic Fishing's negotiated rates, plus delivery times for UPS, FedEx, and USPS. Beth selects the carrier service, plus special services, and AgileShip SE generates the carrier-compliant label. For LTL shipments, AgileShip SE prints a bill of lading.

Instead of manually processing USPS shipments separately with postage meter tapes, AgileShip SE connects to Endicia, accesses indicia-based labels, and prints a clean professional looking label. Recently, when USPS rates changed, the new rates were instantly available from Endicia without any need to install software on Classic Fishing's PC's or postage scales. No more meter rentals or rate change fees.

AgileShip SE handles both domestic and international orders. For international shipments AgileShip SE generates a Commercial Invoice. AgileShip SE remembers tariff descriptions and other information which further eliminates manual entries and errors.

When the shipping transaction is complete, AgileShip SE automatically writes back accurate shipping charges and tracking #s to Quickbooks order records and confirms the shipment, eliminating the need for manual entry. Beth now has the ability to track all shipment, including line item detail, out of one system which has improved customer service.

AgileShip SE is helping Classic Fishing grow its e-commerce business by streamlining the shipping process and helping to manage transportation spend. With improved delivery and tracking, they are building loyalty and selling more fishing lures than ever.

Key Benefits

- One solution for all carriers
- Domestic and international shipment processing
- Transportation cost control
- Improved efficiency, reduced errors
- Improved customer service

Result

According to Beth, "AgileShip SE has empowered Classic Fishing with speed, accuracy and controls need to manage our shipping processes. And best of all, we've saved money!"

For more information:

Agile New York

Call toll-free: 888.214.1763

Visit our website at:

www.agileshipse.agile-network.com

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