

**Company:**

Massachusetts Bay Trading Company

Industry:

Retail

Z-Firm Solution:

ShipRush USPS for QuickBooks

Results:

- Reduces shipping time by several minutes per order, for a net gain of several hours a day during peak times.
- Provides quick reference for all shipments, reducing time to locate information.
- Sends customers automatic email notification with order and tracking numbers, reducing status inquiry calls to Mass Bay.
- Enables more same-day shipping.

"What used to take me several minutes now takes just a couple of seconds with ShipRush. I just pack up the order, throw it on the scale and ship it."

— Beth Nilsson, Operations Manager, Massachusetts Bay Trading Co.

For more information, visit us at www.zfirm.com or call (206) 812-RUSH

Success Story: Massachusetts Bay Trading Company

ShipRush Inspires "Revolution" at Massachusetts Bay Trading Company

With a history marked by revolution - from "shots heard 'round the world" in 1775 to the beginnings of the industrial, high-tech and biotech revolutions - Massachusetts is known for everything from baked beans and elite universities to Patriot missiles. Drawing on that rich history and heritage, Massachusetts Bay Trading Company offers a wide variety of gifts made in Massachusetts that embody the spirit of the region. Massachusetts-lovers around the world turn to Massachusetts Bay Trading Co. (Mass Bay) for items like Red Sox souvenirs, New England art, collectibles and gourmet foods.

During busy times, such as the Christmas holiday season, Mass Bay Trading ships as many as 100 orders a day. At its peak times, the small business has found it tough to manage such large shipping volumes.

Mass Bay has tried a variety of different shipping methods over the years, but until ShipRush, none eliminated the time-consuming task of manually re-keying customer data from QuickBooks into shipping carrier websites or software. Even when the process went perfectly, fulfilling each order required several minutes. Meanwhile, answering customer inquiries meant scrolling through long lists of names and tracking numbers on shipping carrier sites to find the relevant information.

A revolutionary solution was needed.

Fast Shipping from QuickBooks

In 2006, Mass Bay Trading discovered ShipRush USPS for QuickBooks, which ushered in a new era of efficiency for Mass Bay shipping. Unlike other software, ShipRush integrates seamlessly with QuickBooks. It populates USPS shipping forms with QuickBooks customer information and reduces the shipping process to just a few clicks of the mouse. "Everything just pops right in by itself!" explained Operations Manager, Beth Nilsson.

When it's time to ship each order, employees double-click on a listed sale. From there, they select the ShipRush icon in the Windows System Tray and ShipRush pops up, pre-populated with the buyer's complete information. The company's electronic scale automatically fills in the weight. With a click of the "Ship" button, the mailing label is sent to the printer, with postage pre-printed. Then, the list of sold items reappears for employees to process the next shipment.

With each shipment, ShipRush automatically emails the customer with both the order number and tracking number, a benefit for Mass Bay and its customers alike. Whenever employees need to look up shipments, the information is easily and indefinitely accessible to them in both the ShipRush shipping history and on each QuickBooks

invoice. And customers have the information they need to independently track shipments.

From Minutes to Seconds for Each Shipment

Integration with QuickBooks – and easily found shipping information on each order – dramatically simplifies life for Massachusetts Bay Trading.

“What used to take me several minutes now takes just a couple of seconds with ShipRush,” Nilsson said. “I just pack up the order, throw it on the scale and ship it.”

During busy holiday seasons, ShipRush saves Mass Bay hours each day by eliminating the need to re-key information. Employees are now able to ship more orders on a daily basis and turn orders around much faster once an order is placed.

In fact, ShipRush expedites shipping so much that Mass Bay Trading now offers same-day shipping for urgent orders.

“ShipRush is so helpful and so easy to use,” Nilsson said. “Even though we’re a small business, if somebody has to have something right away, because of ShipRush, we’re able to ship it to them that day.”

About Z-Firm LLC

Z-Firm makes parcel shipping integrated and easy. We bring large-firm automation to smaller firms, and allow warehouses to operate without needing six-digit shipping automation systems.

Founded in 1992, Z-Firm has been making parcel shipping software since 1998. Our solutions have the relevant authorizations and certifications from the shipping carriers (ShipRush is a FedEx Compatible solution). Our out-of-box integrated software integrates with accounting, POS and CRM software from the major publishers (Intuit, Microsoft, and Sage).

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