

Case Study: Carlo's Bakery

Cake Boss' Famous Bakery Uses ShipStation's Web-Based Technology Solution, Along With FedEx's First-Rate Delivery Services, To Increase Shipping Efficiency; Fans Nationwide Can Now Enjoy Shop's Award-Winning Baked Goods

Client: Carlo's Bakery, located in Hoboken, New Jersey.

Challenge: As Carlo's Bakery transitioned from its original pen and paper days to the digital world of eCommerce, they needed a shipping solution that allowed the shop to keep its current CRM and shopping cart, as well as maintain shipping speed and product freshness.

Solution: ShipStation's web-based shipping solution, which streamlines the order fulfillment process, used in conjunction with FedEx's rapid, reliable delivery services.

Key Results:

- Utilization of ShipStation's powerful, yet user-friendly filters allows for quick access to customer information and address verification.
- By leveraging ShipStation's intuitive web interface, along with FedEx's prompt, dependable shipping options, Carlo's Bakery stays on schedule, saving both time and money, without sacrificing product quality.

Customer Background:

Carlo's Bakery is a family-owned bakery known for the best tasting, highest quality wedding cakes, specialty cakes and baked goods in Hoboken, New Jersey. Carlo's, originally opened by Carlo Guastaffero in 1910, was acquired by Bartolo Valastro, Sr. in 1964. Since the passing of Bartolo in 1994, matriarch Mary Valastro, along with her daughters, Grace, Maddalena, Mary and Lisa, her son, master baker Bartolo, Jr. "Buddy" Valastro (a.k.a. "The Cake Boss"), and their spouses have maintained the business.

The Challenge:

Carlo's Bakery has been in business for more than 100 years, with little to no change in its process since its grand opening.

The world-famous bakery has been working toward modernizing its operations, making the move from pen and paper days to the digital world of eCommerce. As the bakery continues to grow in popularity, fans are now requesting Carlo's Bakery to ship its award-winning products to them around the world.

The biggest challenge has been to figure out how to ship their fresh, baked goods to customers without sacrificing taste or quality.

Carlo's Bakery needed a technology-based solution, as well as a dependable delivery service, that would help streamline efforts and focus on improving its shipping capabilities. In addition, a new shipping system would have to be easy to implement within the existing structure of the company, as well as cost effective.

“Previously, we only had experience with a mixed eCommerce platform and shipping platform that hosted our web store. This platform was not efficient, it simply wouldn’t work for us,” said [INSERT NAME, TITLE,] Carlo’s Bakery. “We needed a technology option and delivery carrier that that would allow us to keep our current CRM and shopping cart without slowing us down.”

The Solution:

With today’s shipping costs at record levels, more and more businesses look to web-based shipping solutions that can help moderate these costs. And while reducing costs was a major factor in selecting a solution, additional benefits, including eliminating tedious tasks, reducing human error and accomplishing more in fewer steps, played a big role.

Carlo’s Bakery researched automated shipping options that would help streamline its day-to-day shipping obligations. The most compelling criteria for choosing ShipStation was efficiency, ease-of-use, cost-savings and performance; and, the bakery selected FedEx based on its reputation for timely pick-ups and excellent customer service.

As a cloud-based software solution, ShipStation is a shipping solution that streamlines the order fulfillment process for online retailers. With real-time integrations into popular marketplaces like eBay, Amazon, Sears, Etsy and Newegg, and shopping carts like Magento, Shopify, and Big Commerce, ShipStation handles everything from order import and batch label creation to customer communication. Advanced customization features, such as Automation Rules and Product Profiles, allow ShipStation to fit businesses with any number of users or locations.

Industry global leader FedEx provides customers and businesses worldwide with a broad portfolio of transportation, e-commerce and business services. FedEx Express, which invented express distribution, provides rapid, reliable, time-definite delivery to more than 220 countries and territories within one to three business days. Unmatched air route authorities and transportation infrastructure, combined with leading-edge information technologies, make FedEx the world’s largest express transportation company, providing efficient services for more than four million shipments each business day.

Since they became Carlos’ shipping partners, ShipStation and FedEx have helped the bakery improve its daily workflows and keep costs down. And the amount of time Carlo’s Bakery has manually handled the various aspects of the shipping and fulfillment process has been reduced to just a few simple clicks.

“Working with both ShipStation and FedEx has been fantastic. Each company understands our needs and how best to meet them. In fact, these partners have helped move our business into the 21st Century,” said [INSERT NAME, TITLE]. “Thanks to their shipping solutions, our doors are now open to families across the country who are not able to make the trip to our shop in Hoboken.”

The Results:

By leveraging ShipStation’s cloud technology in conjunction with FedEx’s speedy and efficient delivery services, Carlo’s Bakery has effectively gained a scalable solution to

efficiently handle business growth.

Carlo's Bakery is now achieving its domestic delivery goals and streamlining its shipping process. With ShipStation, Carlo's has been able to view regular reports that reflect how much they are actually saving. In addition, the bakery utilizes ShipStation's simple filters for easy access to customer information and address verification.

"It is extremely important for us to continue using ShipStation as it allows for bi-directional data sharing with our eCommerce platform," [INSERT NAME HERE] said. "ShipStation also shares all order updates and shipping details bi-directionally with our CSR platform so our call center reps are constantly updated with customer order information ... this enables them to offer the highest quality of service to our customers when they contact us."

According to [INSERT NAME HERE], FedEx is also meeting all of Carlo's Bakery's requirements, and accommodating its baked goods' very specific shipping needs.

"Our name is on the line every time we trust our packages to FedEx," [INSERT NAME HERE] said. "Our customers are not aware that a number of issues could disrupt the integrity of our product after it leaves our bakery. Luckily, the quality of service we have received from partnering with FedEx is above and beyond, and we don't need to worry about keeping our customers and fans happy."

While Carlo's has been enjoying the benefits of ShipStation's powerful, yet easy-to-learn technology, and FedEx's exceptional delivery services, for [INSERT X # OF MONTHS HERE], the bakery is now starting to explore its delivery capabilities even further, with hopes to soon expand shipping its time-honored baked goods to fans around the globe.

"There are a lot of capabilities that ShipStation and FedEx bring to the table that we plan to explore in the future," [INSERT NAME HERE] said. "The possibilities are exciting."

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