

# VIYET Integrates ShipHawk Achieves Higher Shopping Cart Completions & 20% Reduction in Costs

## CHALLENGE

### *Manual Shipping Process Created Cost / Margin Exposure*

Viyet was faced with the challenge of closing the gap between the price they quoted their customers for shipping and the amount they were ultimately billed by the provider. **“It was two of our team members’ full-time job to organize shipments. They would call at least three different providers to ensure we got competitive pricing, then would handhold the shipment every step of the way. It was very hands-on, manual, and time-consuming,”** said Elizabeth Brown, CEO of Viyet. Viyet’s margin suffered on most orders because the company had no way to accurately pass along the cost of shipping to their customers. “We hard-coded costs we thought it was safe to charge, and we were always overcharging a little bit to cover ourselves, but in doing so, we were hitting our buyers with the extra fee,” Brown said.

## SOLUTION

### *Instant, Accurate, Service-Appropriate Shipping Rates Directly in Cart*

By integrating the ShipHawk Platform via the Magento plug-in, Viyet is able to receive real-time pricing based on their item size, service requirements, and shipping policies; and display it to customers at the point of sale. “ShipHawk is a game-changer for us. It eliminates the work we are doing manually, and its pricing automation technology ensures we are getting the best rate for our customers,” Brown said. The automation ShipHawk’s software provides allowed Viyet to transition two full-time employees from logistics roles to sales and client service positions. **“Every minute they were spending scheduling a shipment was a minute they weren’t spending with a customer, pushing them through the funnel and making a sale,”** Brown said.

## RESULT

### *Increased Margins, Reduced Overhead, and Improved the Customer Shipping Experience*

- **20% Lower Shipping Costs:** With accurate rates rather than quotes and access to a broad set of carriers, overall shipping costs were reduced by 20%.
- **Improved Conversions:** Displaying shipping prices in the shopping cart substantially reduced cart abandonment and increased sales.
- **Reduced Manual Efforts:** With ShipHawk’s automation, Viyet was able to move two full-time logistics employees into higher value growth roles.
- **Expanded Market Coverage:** ShipHawk’s network of vetted specialty carriers helped Viyet widen its audience and scale to new markets.

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ELIZABETH BROWN  
CEO OF VIYET

## VIYET at a Glance

### **SOLUTION:**

Real-time shipping quotes at the point of sale.

### **PRODUCT:**

High-end consignment furniture sold through an online marketplace.

### **WEBSITE:**

[www.viyet.com](http://www.viyet.com)

### **ABOUT:**

VIYET is the design guru’s place to buy and sell furniture and accessories.