

Shipping guide: 7 money-saving hacks that get overlooked

Advice for cutting complexity and costs
out of your shipping and mailing line item



Managing both shipping and mailing and keeping your costs under control can be vexing. Research shows that average parcel shipping expenses continue to increase at least 5.6% annually, making it one of the fastest-rising costs for doing business in the United States*.

But there are ways you can make your shipping and mailing activities more efficient. In the Pitney Bowes webinar "[7 Money-Saving hacks for Multi-carrier Shipping](#)," our experts set out tactics your business can use to streamline operations and avoid overspending.

1 Compare carrier options for every package

To borrow a phrase from the Motown classic, you better shop around. If you default to the same service option for all parcels, such as next day delivery or a flat rate container, you're paying too much. Take these steps to save money:

- Know the delivery objective; in other words, know when the parcel actually has to be delivered. If a delivery doesn't need to be expedited, pick a less costly option.
- Don't simply default to flat rate. It's ideal for heavier parcels, but it's likely a waste of money for light-weight goods or documents.
- In some cases, a ground delivery option may be fast as air service. If your parcel is heading to an address within a short distance, ground may meet the same delivery goals for a fraction of the price.

2 Negotiate for better rates

Never assume the rate a carrier presents to you is set in stone. Never forget that you are the customer – carriers want your business, and they'll negotiate to keep you from jumping to the competition. Try these tips:

- You can ask to negotiate any time of year – not just once every 12 months.
- Negotiating is not just for rates. Surcharges are also on the table.
- Negotiate what matters to you. For example, a deep discount on overnight shipping means little if you rarely use it.

3 Get immediate—and continuous—savings

4 Enable remote shipping and mailing tools

5 Adjust internal processes

6 Avoid address correction fees

7 Know your shipping practices

*2023 Pitney Bowes Parcel Shipping Index

1 Compare carrier options for every package

2 Negotiate for better rates

3 Get immediate—and continuous—savings

Sometimes you don't need negotiations to snag discounts. The secret? Find a shipping software vendor that partners with carriers, providing you with savings immediately. Here's how it works:

- Carriers want volume. It's easier for them to set up discounted rates with software providers than to negotiate with individual customers.
- Depending on your software, you can earn discounts – up to 90% – immediately from carriers such as USPS, FedEx*, and UPS.
- Your software vendor does not require volume commitments on your part.

4 Enable remote shipping and mailing tools

Even as companies bring employees back to the office, there are still legions of remote workers who are responsible for sending parcels. If left to their own devices, they are prone to overspending on shipping. How do you change that behavior?

- Keep home-based staff from randomly picking expensive delivery options directly from carrier websites. Shipping software gives them access to low-cost options.
- With the right shipping software, remote employees can print their own stamps or shipping labels at a discount compared to the cost of retail postage.



5 Adjust internal processes

6 Avoid address correction fees

7 Know your shipping practices

*FedEx shipping discounts are off standard list rates and cannot be combined with other offers or discounts. Discounts are exclusive of any FedEx surcharges, premiums, minimums, accessorial charges, or special handling fees.

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5 Adjust internal processes

Employees are apt to make costly shipping decisions if your company lacks rules for everyone to follow. Here are some pointers bringing structure to your shipping operations:

- Make sure employees, whether on site or remote, are trained on your company's shipping policies.
- Establish business rules to automate carrier and delivery selection for certain types of shipments to ensure that savings are being realized.
- Regularly audit carrier invoices to identify billing discrepancies or unexpected charges.
- Take steps to consolidate your carrier bills and eliminate the time and cost of making multiple payments.

6 Avoid address correction fees

A simple typo on a shipping form can make a big difference in your carrier costs. If you get the address wrong, major shipping characters are known to charge fees that are as much or greater than the original bill. Here's how to fix it:

- Apply verification measures to make sure addresses are correct in the first place.
- Audit bills to identify address correction surcharges, then have steps in place to fix addresses in your company's data base to keep the error from recurring.



7 Know your shipping practices

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7 Know your shipping practices

Once you have identified your objectives and determined the shipping rules that you want your business follow, you need a means to put it into practice. You need a tool that can do the following:

- Bring all your carrier data into a centralized management system.
- Track what, where, and how you ship your parcels.
- Determine the best option (i.e., overnight, air, ground) for delivery.multiple payments.



The case for multi-carrier shipping software

How do you apply these hacks and ship smarter? The key to unlock potential savings and efficiency starts with the right multicarrier software. The cloud-based Pitney Bowes Shipping 360® Platform includes tools that deliver immediate discounts, provide visibility to track parcels, allow remote staff to calculate postage and print shipping labels, and helps compare carrier rates and service options.

[Learn More](#)

Solutions supported on the Shipping 360 platform include:

- Centralized management for better shipping and mailing decisions
- Parcel tracking for certified mail and postage printing capabilities
- Advanced analytics to make shipping and mailing more efficient
- Full chain-of-custody visibility to streamline receiving
- Distribution controls to ensure safe delivery of incoming parcels



Footnotes

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