



Smart shipping strategies for uncertain times

Control costs and protect your bottom line

Change and uncertainty are now business as usual.

Recent events have taught us that everything can change in an instant. Businesses that have weathered the pandemic now confront a slowing economy, new business models, heightened customer expectations and rising costs. All these changes are creating serious challenges—and some unexpected opportunities—for parcel shippers.

1%
growth

GDP growth is expected to slow to 1% in 2023, and fall to 0% in 2024

Source: The Conference Board Economic Forecast

74%

of employers offer hybrid work options

Source: International Foundation of Employee Benefit Plans

+37%

average cost per shipment increase from 2021 to 2022

Source: Pitney Bowes proprietary research

62%

of shoppers that choose free shipping expect orders to arrive in less than 3 days

Source: 2022 State of Shipping Report

It's time to re-think your shipping strategy.

You can't afford to ship less, **but you can ship smarter.** We'll break down the steps to a modern, agile strategy that upgrades your operations while lowering costs.

Ready? Let's get started.

Find the opportunity in chaos.

The outlook for small parcel shipping is very different than it was three years ago. Market dynamics have evolved, and rapid-fire new developments—both positive and negative—make it difficult to predict what's next. Smart shippers will equip themselves with new ways to save and reduce risks while adapting to shifting market conditions. Mixed signals mean that shippers must be ready for anything.

Concerning trends



Shipping rates remain
at an all-time high

Persistent inflation and
possible recession

High labor costs

Geopolitical instability

Encouraging trends



Capacity issues are easing
due to a slight reduction in
parcel volume

Fuel costs have moderated

Supply chain bottlenecks
are decreasing

Make the right moves.

To successfully navigate the challenges ahead, you need a shipping strategy that's simple, smart and resilient. Shippers that harness technology to optimize workflows and automate functions will enjoy increased efficiency, lower costs and a significant competitive edge.



Diversify your carrier mix.

Rate shop for the best combination of cost and logistics.

Circumvent capacity issues, service disruptions or price increases.



Improve visibility and control.

Analyze trends and identify spending hotspots.

Establish business rules for accountability and cost control.



Automate and streamline shipping operations.

Employ technology that can easily meet changing business needs.

Support a distributed workforce.

Re-imagine inbound receiving.



Maximize savings.

Obtain the deepest available discounts.

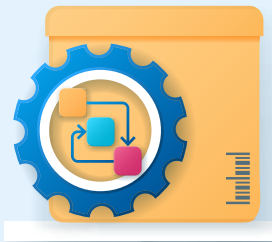
Eliminate surprises, chargebacks.



Choose the right tools.

Manual processes can't keep pace with evolving marketplace demands. You need technology designed for today's challenges. A modern parcel shipping solution provides the efficiency, agility and insights you need to succeed. Look for a solution that will help you to:

Enable self-service rate shopping.



A multi-carrier solution makes it easy to identify the optimal combination of price and logistics for every parcel.

Easily adapt to changing business needs.



Scalable and modular cloud-based architecture lets you add or remove users, locations and capabilities without the need for IT intervention.

Control costs across locations.



Set business rules and spending limits for individuals, groups or locations.

Meet customer expectations, every time.



Let shoppers choose a delivery option that combines speed and low cost.

Gain data-driven insights.



Built-in analytics improve transparency and drive more accurate planning and budgeting.

Pitney Bowes can help. We offer a complete portfolio of shipping solutions that help you simplify shipping and protect profits, no matter what the future holds. To learn more, visit us online at [\(shipping/mailling page?\)](#)