

An aerial photograph of a snowy landscape. A road with a yellow center line runs vertically through the center. A semi-truck with a red cab and a white trailer is driving on the road. The surrounding area is covered in snow and dotted with evergreen trees heavily laden with white snow. In the bottom left corner, there is a red rectangular area containing white text.

REDWOOD®

THE MOST WONDERFUL TIME OF THE YEAR

REDWOOD'S HOLIDAY SHIPPING GUIDE

INTRODUCTION

HAVE YOURSELF A PROFITABLE LITTLE CHRISTMAS

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As the holiday season approaches, the excitement in the air is palpable, but so are the shipping challenges that accompany this busy time of year. In 2024, the calendar has granted us fewer days between Black Friday and Christmas, making it even more critical for shippers to prepare early and effectively. The pressures of demand volatility, rising customer expectations, and escalating carrier fees can easily transform this joyous time into a logistical nightmare. However, with proactive planning and the right support from Redwood, you can turn these challenges into profitable opportunities. In this guide, we will explore essential strategies to navigate the complexities of holiday shipping, ensuring a successful season for your business.



CHAPTER 1: WRAP UP YOUR HOLIDAY PREP

The key to a successful holiday shipping season lies in early preparation. Shippers should begin assessing their labor needs, inventory levels, and fulfillment lead times several months before the holiday rush. Start by evaluating past performance data to identify trends and anticipate the demands of this year's season.

Having contingency plans in place is crucial to handling potential disruptions, whether they stem from supply chain hiccups or unpredictable weather conditions. Redwood's Parcel Advisory team is here to assist you in ensuring your resources are primed and ready to meet peak season volumes as well as everyday order fulfillment needs. By taking these steps, you will be well-equipped to handle the bustling holiday rush with confidence.

5% additional monthly savings
on mode optimization



CHAPTER 2: SLEIGH YOUR SHIPPING COSTS

An effective holiday shipping budget is crucial for your financial health during this high-demand period. With carriers like UPS and FedEx announcing peak-season rate hikes and new surcharges, it's vital to strategize your budget early. While these surcharges may seem unwelcome, you can mitigate their impact through advanced planning and negotiation.

Start by reviewing carriers' rates, service offerings, and deadlines. A thorough analysis will help you make data-driven decisions regarding your carrier choices, ultimately leading to significant savings. Diversifying your carrier network can also provide additional flexibility and cost-control options. Redwood's Parcel Advisory team offers expert guidance on navigating carrier negotiations and optimizing your shipping budget to keep costs under control during the holiday season.



MISHIMOTO → **12%** Parcel Shipping Savings

CHAPTER 3: HAUL OUT THE HOLLY — AND THE INVENTORY!

Modern holiday shipping requires careful coordination of deliveries to various destinations, including homes, retail stores, and regional distribution hubs. With the rise of diverse fulfillment options like curbside pickup and Buy Online, Pick Up In Store (BOPIS), it's essential to plan your inventory distribution wisely. Analyze past holiday demand, consider your store capacity, and account for shipping zones to ensure you have the right products available at the right time.

Shipping larger quantities earlier in the season can help avoid the last-minute rush and the associated costly surcharges. Additionally, securing seasonal labor ahead of time can prevent staffing shortages and help you manage order fulfillment effectively. Redwood's Parcel Advisory team can assist you in optimizing your network design and labor resources, ensuring your holiday operations run smoothly and successfully.



CHAPTER 4: 'TIS THE SEASON FOR CLEAR COMMUNICATION

In the hustle and bustle of the holiday season, effective communication becomes more important than ever. After analyzing your shipping schedules and rates, it's crucial to clearly communicate key deadlines, surcharges, and other essential information to your customers. Utilize your website, social media channels, and email marketing to keep your customers informed about promotions, shipping deadlines, and any potential fees that may arise.

Reiterating this information frequently as deadlines approach is essential for setting clear expectations. Make sure your customer service teams are well-equipped to assist with any inquiries that may come up during this busy period. Furthermore, integrating real-time tracking and visibility tools into your systems will provide both your team and customers with up-to-date shipping information, enhancing transparency and overall satisfaction. Choosing the right carrier is critical for achieving this level of service.



CHAPTER 5: INTELLIGENCE: THE MAGIC THAT MAKES YOUR SLEIGH FLY

Leveraging business intelligence is key to navigating the complexities of holiday shipping successfully. Advanced technologies, such as Transportation Management Systems (TMS) and Warehouse Management Systems (WMS), can optimize each step of the shipping process, from route planning to real-time tracking. By implementing these systems, you can enhance visibility across your operations, reduce the chances of missed deliveries, and improve customer satisfaction.

Redwood is here to guide you in utilizing these digital tools effectively, helping you avoid delivery issues and streamline your parcel shipping journey. The right technology can make all the difference in ensuring that your holiday shipments arrive on time and in perfect condition.



30% accessorial deductions

CHAPTER 6: WEATHER THE STORM OF CARRIER SURCHARGES

As the holiday season approaches, new surcharges from carriers like UPS and FedEx could pose significant challenges to your shipping plans. Peak-season surcharges, which are often stacked on top of base rates, require close monitoring to avoid unexpected costs that can stretch well beyond the holiday period.

To combat these additional expenses, it's crucial to gather data on your carrier rates and contracts, considering renegotiation options if necessary. Redwood's Parcel Advisory team is available to help you identify potential cost-saving opportunities and negotiate more favorable terms with carriers. By taking proactive measures, you can maintain control over your shipping budget while ensuring timely deliveries.

15–25% savings within the first year



WELCOME TO A WINTER WONDERLAND OF PROFITABILITY

As you navigate the complexities of holiday shipping, remember that whether you choose to tackle these challenges on your own or enlist Redwood's expertise, the right strategies will empower you to end the year on a high note. With careful planning and execution, you'll be poised to ring in 2025 with stronger profit margins and a more efficient shipping operation.

Contact Redwood today to start planning your successful holiday shipping season and make the most of this wonderful time of the year.

