

Case Study:

Visible, USPS Deliver Thousands of COVID-19 Tests Amid “Shipageddon”

After Carrier Caps Shipper’s Volume, Visible and USPS are Prepared to Deliver in 48 Hours

Visible Supply Chain Management, an industry leader in shipping and fulfillment services for small to midsize businesses, partnered with the U.S. Postal Service (USPS) to ensure 18,000 COVID-19 test kits were shipped and delivered to consumers on time.

CHALLENGE

E-commerce package volumes have surged since the start of the coronavirus pandemic, straining carrier capacity. Because of the significant increase in demand, some of the major national carriers have put caps on customer volumes. In fact, just this week, Nike, Gap, and many other large retailers have had their volume capped with little or no notice (additional information is available [here](#)).

In this case, a large logistics provider was informed by their carrier just one week before Black Friday that their volume would be capped at 17,000 COVID-19 test kits per day. With 35,000 daily test kits to ship, this left the company with 18,000 remaining test kits to deliver. The shipper needed a solution quickly and at the worst possible time: “Shipageddon,” a term being used to describe the overwhelming demand for carrier capacity and the resulting delays this holiday season.

SOLUTION

The logistics provider contacted its technology partner, SHIPSTORE, a multi-carrier shipping software, and the SHIPSTORE team asked Visible for a solution. Visible contacted its partners at USPS and confirmed that they had the capacity to take on this business as well as the resources to ramp up and deliver the tests quickly. Because of Visible's long partnership with USPS and status as an authorized USPS reseller, Visible was also able to secure favorable Priority Mail rates.

Within 48 hours of engaging Visible, the customer's account was set up, including implementation, integration, credit checks and credit application. During this timeframe, SHIPSTORE was also set up to write to Visible's public API in order to access labels and allow Visible to provide payment terms to the shipper, which was vital to their ability to continue shipping.

In addition to ensuring the 18,000 COVID-19 test kits were delivered on time, Visible provided support as a consultative resource, helping its customer build a multi-carrier strategy that would mitigate the risk of similar challenges in the future.

“Whether our customer is an e-commerce retailer or a health service provider, our job is to make sure they are successful in moving their product in the most efficient and cost-effective way possible. And our partnership with the USPS helps us do that. We know retailers need security and repeatability in shipping capabilities, so we provide customized recommendations for each unique situation.” –Visible President Casey Adams