



Company:
The Carlin Company

Industry:
eBay business

Platform:
Windows

Z-Firm Solution:
ShipRush FedEx for eBay

Other eBay Tools Used:
Turbo Lister

Results:

- Shipping in two to three clicks.
- No more retyping eBay buyers' contact information into the FedEx site, an increase in accuracy and time-savings.
- A savings of three minutes per shipment, for a total of six hours per week that translate into increased time to list more items.
- Sustained high sales volume and high feedback scores as an eBay PowerSeller.

"ShipRush is totally worth it. With the amount of time ShipRush saves me, I get a lot more stuff listed. Time is definitely money."

— Tara Carlin, owner, The Carlin Company

For more information, visit us at www.zfirm.com or call (206) 812-RUSH

Success Story: The Carlin Company

eBay PowerSeller Saves Six Hours a Week, Lists More Items

In the fast-paced world of eBay sales, sellers must expedite every step of each transaction to score high buyer feedback. The goal of every high powered seller? To attain the coveted status of "PowerSeller" by sustaining a high sales volume and feedback scores over 98 percent.

The Carlin Company, owned and operated solely by Tara Carlin, has achieved PowerSeller status and continues to build on it. With a feedback score of 99.6 percent and about 8,500 sales in three years, Carlin runs a busy eBay business that sells everything from electronics to kitchen items to auto and appliance parts.

Though it's a one-woman operation, The Carlin Company promises same-day-shipping or second-day-shipping for what has become 60 to 120 shipments every week.

When Carlin's sales volume began to pick up, she found herself spending too much time manually entering shipments on the FedEx website and emailing tracking numbers to each of her customers - valuable time that could be better spent listing new items. Inefficient shipping coupled with key entry error were directly impacting her bottom line.

Shipping From Within eBay

In late 2006, Carlin discovered ShipRush FedEx for eBay by Z-Firm LLC. Designed for eBay sellers with FedEx shipping accounts, ShipRush for eBay is a full-fledged FedEx shipping system that offers automated shipment processing, built-in email notification and automatic saving of tracking numbers and freight costs in eBay history records.

Having manually managed her shipment processing for a number of years, Carlin immediately recognized the time-saving possibilities ShipRush had to offer. "I was so excited when I found ShipRush," she says. "You have no idea how convenient it is for me."

Carlin downloaded the software and began using it to ship items she sold the very next day, finding it "incredibly easy" to use.

ShipRush works seamlessly with Carlin's listing tool, Turbo Lister. When The Carlin Company sells items on eBay, the sales are automatically imported into ShipRush. She double-clicks on one of the sales listed in ShipRush and a shipping screen pops up with the buyer's complete information. She simply enters the shipment weight and hits the "Ship" button to send the shipping label to her laser printer. ShipRush also marks each shipment as "shipped" in My eBay.

At the same time, ShipRush automatically emails the buyer with the purchase details and tracking number, a feature that has reduced status inquiries to The Carlin Company.

When Carlin needs to look up tracking numbers or past shipments, all that information is readily (and indefinitely) accessible in her ShipRush shipping history.

Saving Hours Every Week

With automated importation of buyer information from eBay, ShipRush eliminates separate data entry, saving Carlin time and improving accuracy.

“Human error is basically gone because ShipRush pulls all relevant information directly from the Turbo Lister-created eBay listing,” Carlin says. “Not having to type all that information in saves me an amazing amount of time.”

In effect, ShipRush reduces the shipping process down to two or three clicks. By shaving three minutes off each shipment, ShipRush saves Carlin about six hours over the course of a week. That allows her to easily meet each day’s 1 p.m. FedEx pickup “with hours to spare.” With her newfound time, Carlin now lists more items.

Fast shipping helps Carlin maintain great feedback scores and her PowerSeller status. Her eBay “shipping stars” – a new eBay rating category – “are way up there.” Nearly 50 percent of her buyers specifically applaud fast shipping in their feedback comments. Great service, for which expedited shipping plays a large part, is mentioned by almost all other feedback writers.

With the benefits ShipRush offers, Carlin will never go back to manual shipping and recommends ShipRush to any eBay seller.

“ShipRush is such a value to my business. As a FedEx customer, I feel lucky to have free access to this tool.” Carlin says. “With the amount of time I save no longer manually processing my shipments, I am able to get a lot more stuff listed. Time is definitely money.”

About Z-Firm LLC

Z-Firm makes parcel shipping integrated and easy. We bring large-firm automation to smaller firms, and allow warehouses to operate without needing six-digit shipping automation systems.

Founded in 1992, Z-Firm has been making parcel shipping software since 1998. Our solutions have the relevant authorizations and certifications from the shipping carriers (ShipRush is a FedEx Compatible solution). Our out-of-box integrated software integrates with accounting, POS and CRM software from the major publishers (Intuit, Microsoft, and Sage).

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