

A photograph of a man with a beard and mustache, wearing a grey sweater, shouting with his mouth wide open. In front of him is a large, dark blue cardboard box. The background is a solid blue color.

GET SHIP DONE

ShipStation

Case Study

ModSquad Helps ShipStation Get Ship Done With 24/7/365 Global Customer Support

Augmenting their in-house team with ModSquad's flexible staffing solution enables ShipStation to rapidly scale internationally, offer 24/7/365 customer support, and reduce costs.

NEEDING TO GET SHIP DONE

ShipStation provides automated shipping and fulfillment solutions to its clients (including Amazon, eBay, and Etsy), to facilitate the fulfillment, processing, and delivery of a ship-ton of orders every day. Freeing clients from those tasks helps them focus on expanding their businesses. Yet ShipStation quickly faced a similar need for smart, efficient assistance from an outside partner. Because, let's face it, if you're supporting global powerhouses that run on tight schedules, there's no room for error or confusion. These are clients who need help day and night, in multiple languages, from locations around the globe. Not an easy ask for a growing company without the in-house capability to provide that level of service. Without help, they'd be up ship's creek.

But the shipping gods smiled upon ShipStation when they learned about ModSquad through a referral from Zendesk, the leading customer support software company. Delano Mireles, ShipStation's Senior Director of User Support, remembers "talking to my account manager at Zendesk. They recommended ModSquad, saying that they utilize ModSquad themselves." After kicking the tires, Mireles liked what he saw. He was impressed by the ModSquad model and noted a similar energy between the two entities. "We've always been a scrappy company, and I saw that same kind of hunger to get things done from ModSquad."

As the premier provider for worldwide outsourced support solutions, ModSquad earned the respect of Zendesk and many other industry powerhouses thanks to a unique offering called ModSourcing — outsourcing, *modernized*. It's a custom approach that blends agents with a genuine passion for the products and services for which they provide support using today's top technology solutions. And it's offered in an on-demand format that allows clients to scale and save money.



"We've been really impressed with the fact that the Mods typically take on the same workload that our normal agents do. To be able to have them working throughout the night and into the day, has been a huge help in keeping our costs down. Just to have that availability with Mods has been a real game-changer for us."

—Delano Mireles
Senior Director of User Support



PRIORITY COVERAGE FACILITATES GROWTH

This introduction to ModSquad came at a time when ShipStation was entering foreign markets. They'd successfully launched in Australia and were prepping to jump into the UK with limited staffing resources. "Just to rely on one individual for support leaves you vulnerable," says Mireles. "If they get sick, you have no support." To guard against that scenario, he sought out a firm that could provide outsourced support agents on a flexible schedule. "That was the real need, to have that kind of flexibility. It started off as UK support, but now it's morphed into our whole business model." ModSquad quickly ramped up to provide phone, chat, and Zendesk ticket coverage through its network of agents (known as "Mods"). With more than 10,000 Mods located in 70+ countries speaking 50+ languages and dialects, there's no shortage of agents available to provide service for customers in any region of the world, at all hours.

"We then started looking at ways to take our entire support operation to 24/7," Mireles continues. Supporting businesses that run day and night, weekends and holidays, ShipStation needed to be able to provide real-time assistance to customers everywhere. "Our clients have all kinds of needs, at all times of the night. If something goes down for someone at 2:00 a.m., they need help to get back up."

With the urgent nature of their business, it's imperative for ShipStation to have capable and trustworthy support agents available when the ship hits the fan. By augmenting their team with flexible support from the Mods, they don't have to burden their in-house staff with unrealistic expectations. "We understand there's a real need for life-work balance. Having Mods helps us provide that to our employees," notes Mireles.

This pressing need for able support is increased by a shiplot during the busy holiday season. "Because we're so tied to retail," Mireles explains, "our fourth quarter just spikes like a hockey stick. To be able to have that kind of support and have that availability with the Mods has been a real game-changer for us."

Having Mod coverage does more than free up Mireles' team to focus on their core responsibilities. It also reduces the need for in-house hiring, specifically for anticipated seasonal spikes, and saves all the affiliated time and expenses those hires entail. As Mireles notes, "We've been really impressed with the fact that the Mods typically take on the same workload that our normal agents do. To be able to have them working throughout the night and into the day, has been a huge help in keeping our costs down. We don't have to hire people and then worry about whether we have enough work for them after we get past the busy retail season."

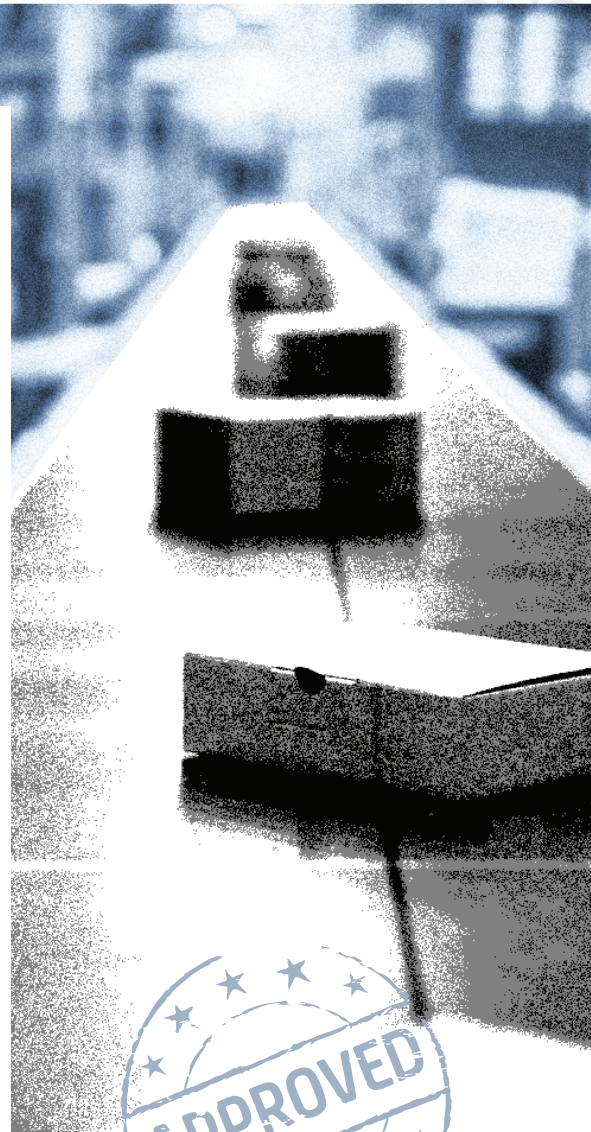
MODSQUAD GETS THE STAMP OF APPROVAL

Ultimately, augmenting their team with Mods has paid off for ShipStation, both in decreased costs and increased peace of mind. Ashley Lane, ShipStation's Manager of User Support and Major Account Support Team, has worked closely with the Mods and knows their value.

"I'm very impressed by the people on the ModSquad team," she says. "Their soft skills are amazing. Their resourcefulness with what we've given them is incredible. I'm always amazed at the creative solutions they find to solve problems and impressed by the amount that they can handle."

At this point, ModSquad is as closely integrated with ShipStation as they are with their own ecommerce and shipping partners. Says Mireles, "The managers see the Mods as part of the team, not just ancillary people. Our ModSquad Project Manager has been phenomenal. We love to work with her; she's keeps us on track. It's another thing we don't have to worry about."

That confidence in ModSquad is well-earned. For over a decade, ModSquad has been the perfect cost-effective solution for companies looking to provide top-tier support to their customers. Whatever the channel, whatever the hour, whatever the location, ModSquad is ready to get ship done.



ABOUT SHIPSTATION

ShipStation leads the e-commerce world with its web-based software designed to make e-commerce retailers exceptionally efficient at processing, fulfilling, and shipping their orders from all the most popular marketplaces and shopping carts using all the top carriers. They combine order processing, production of shipping labels, and customer communication in an easy to use, web-based interface that integrates directly with major carriers and online platforms. By taking care of the small stuff, ShipStation allows you focus on what you do best.