



# Experience the Radial Difference

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# Get an order fulfillment solution that scales with your business

**For many retailers,** especially those who have outgrown their in-house fulfillment systems, partnering with a third-party logistics (3PL) provider offers a more affordable and efficient way to enhance the customer experience while driving revenue growth.

In this eBook, I invite you to discover what sets Radial apart in the 3PL industry. We understand the importance of thorough research when choosing a 3PL partner, and we encourage you to see firsthand the unique benefits we offer. My team and I are excited to show you how our solutions can support your business as it continues to grow – from click to delivery.

Talk to us. Come tour our facilities. We are here to support you at every step of your journey.



**To your success,**  
**Matt Barr, VP of Marketing**  
*Radial*

# Order fulfillment is increasingly complex

Your customer experience is the most important thing about your brand.

Companies that focus on improving the customer experience (CX) can realize an **80%** increase in profit compared to those that don't. Experience-driven brands generate nearly **2x** year-over-year growth in customer retention, repeat purchases, and customer lifetime value.

Your customer experience hinges on the efficiency of your order fulfillment. Customers judge their experience based on whether they receive their items on time and without issues. Reliable and personalized order fulfillment that includes a great unboxing experience and unexpected delights can significantly enhance customer satisfaction.

Staying informed about their orders' progress becomes crucial for customers as their demands grow. Timely updates on order and shipment statuses not only meet these expectations but also reassure customers, enhancing their overall satisfaction and loyalty to your brand.

As retailers grow, maintaining top-notch service becomes tougher. With our 30+ years as a top global 3PL provider, we've helped countless brands facing the choice: stick with in-house ops or level up with a 3PL partner to handle their expanding needs.



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If you're facing these challenges, consider whether your current order fulfillment solution truly meets your business needs. Ask yourself these key questions:

- What are the financial costs and lost opportunities associated with sticking with our current fulfillment solution?
- What is our tipping point?
- Is our current solution able to keep up with our projected growth?
- How much would we save by partnering with a strategic 3PL?
- What could a partner 3PL do for our CX that we currently cannot?

If these questions resonate with you, contact our team. We would love the opportunity to explore these challenge areas together and evaluate your options.

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# Key Drivers for Transitioning Fulfillment Strategies

Should you switch from in-house fulfillment to a 3PL or transition from your existing provider to a new one?



## Fast Growth and Peak Seasons

Meeting demand during rapid growth or viral product phases is crucial. Inadequate staffing or lack of robotics and automation can negatively impact CX and costs.



## Real-Time Reporting and Visibility

Leveraging data into actionable insights is crucial for navigating multi-channel order fulfillment.



## Scalability Issues

Scaling processes, technology, and personnel fluidly is essential to meet demand spikes and optimize efficiency.



## Carrier Reliability

Strong contracts with carriers ensure delivery deadlines are met, something Radial can negotiate effectively.



## Balancing Profit, Efficiency, and Brand Experience

Achieving this balance requires constant attention, which strategic 3PL partnerships can provide.



## Costly Returns Management

Efficient reverse logistics blend cost-cutting with maintaining a positive CX.



## Order Accuracy and Processing Speed

High volumes can lead to errors and slow processing, which makes it hard to scale in-house without additional staffing or infrastructure.



## Proximity of Inventory to Customers

Strategically located regional warehouses reduce transport costs and delivery times.



## Multi-Channel Inventory Management

To effectively handle supply chain disruptions and multi-sourcing, brands and retailers need robust real-time inventory management.



## Meet SLAs

Poor performance from existing 3PLs frequently drives companies to switch to Radial.

Companies often turn to 3PLs like Radial for scalability, advanced technology, cost efficiency, and expertise. Poor performance from existing 3PLs, such as missed KPIs and uncontained costs, frequently drives companies to switch to Radial.



## What makes Radial different?

Choosing a 3PL comes down to more than whether a company can process your orders efficiently. We believe maturity matters, along with:

**INDUSTRY  
EXPERTISE**

**MARKET  
PENETRATION**

**PROVEN, CONTINUAL  
INNOVATION**

Over the last few years, many new 3PLs emerged to capitalize on the eCommerce boom. However, many of these newcomers have overpromised and underperformed.

Retail is a long game, and so is eCommerce order fulfillment. A reliable 3PL should have a solid growth strategy that can weather storms and is built for long-term success.

Focusing on future customer experience, maintaining reliability during change, and adopting the latest technology is crucial. Equally important are human wisdom, business acumen, and the ability to serve as a trusted advisor to retailers.



Radial's agility and ability to scale on demand enables us to deliver on promises to our customers."

Chris Ormonde, Operations Director, Gymshark

**GYMSHARK** 

# It's not just what Radial does – it's how we do it

Most 3PLs offer similar order fulfillment solutions. At Radial, order fulfillment isn't a one-size-fits-all solution. We move with the times to keep eCommerce retailers delivering on customer expectations while we innovate for tomorrow's demands.

Our leadership team brings a wealth of experience, proven success, and wisdom to help guide our business and our customers as the industry evolves. We keep abreast of the latest trends and apply discernment in adopting them.

Stability, experience, the size and heft to influence the logistics industry, and continued innovation put us in the top ranks of 3PLs worldwide.

## Our biggest differentiator is our people

Our greatest asset is our team. Many members of our leadership team have been integral parts of Radial for over a decade, showcasing their enduring commitment and deep understanding of eCommerce.

## The bottom line?

Our team cares. With a passion for excellence, they cultivate deep expertise over time, gaining invaluable insights from a diverse array of eCommerce clients. This wealth of experience translates into a treasure trove of shared knowledge, best practices, and lessons learned — all of which we put to work for every eCommerce client.



The best lesson I have learned is that you're only as good as your workforce — Radial's associates make the company what it is! I've held many roles within Radial, and I rely on my previous experiences as an associate when navigating issues or challenges others may have. It's also integral to show and tell employees that you appreciate their hard work. I think this attitude helps create a welcoming environment for everyone."

*Robert Muncy, Operations Manager*



What motivates me first and foremost is my team. We are very collaborative within the larger engineering team. As part of this – and within Radial as a whole – there is a real desire to support and elevate employees' differences as a strength. I am part of the DE&I Council and am constantly impressed with the investments Radial makes in ensuring we have an inclusive and supportive work environment."

*Ilaria Raniero, Senior Director, Solutions Engineering*

# We're where your Customers are

Our North America presence with 25+ fulfillment locations puts us within a 2-day delivery reach of 95% of US consumers. Radial also leverages international locations to drive global fulfillment.

**15.5M+**

square feet of fulfillment space

**306M**

units shipped in 2023

**75M**

units shipped during peak 2023



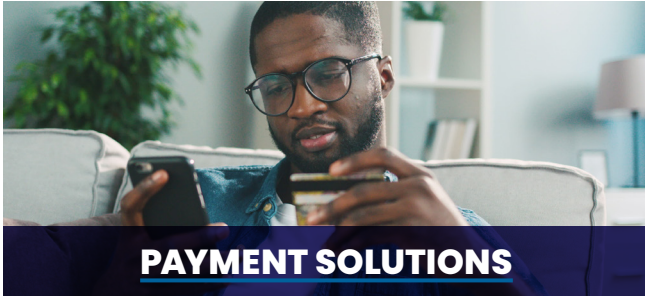
Radial has been an outstanding provider of our eCommerce operations for the past four years. They've done a fantastic job managing our inventory, returns, and overnight deliveries – all while providing quick and reliable customer service to our team. They continue to help us manage a quality forecast, and their fulfillment solutions provide us with everything we need to monitor inbound and outbound shipments and SLAs. We are very grateful for their partnership and quality service.”

Angel Sanchez, Senior Manager, Warehouse Logistics, Murad

**Murad**

# We are an Integrative 3PL

Drawing from our extensive industry knowledge, we've developed comprehensive solutions that seamlessly integrate with fulfillment to provide holistic support for eCommerce retailers. Our suite of services include:



## Radial Payments Solutions

Streamline payments, eliminate false payment declines, improve tax compliance, and prevent chargeback fraud. We offer dedicated teams and fully managed services to coordinate payment, fraud, and tax to improve revenue and customer experience.

- **99.04%** fraud approval rate
- **\$3.5B** payments processed
- **0%** fraud liability for merchants
- Easy integrations into your systems, including Shopify



## eCommerce fulfillment

Keep your brand promises and drive exceptional CX with meticulously crafted, flexible B2C, B2B, and dropship fulfillment solutions:

- Customized unboxing
- Package engineering
- Returns management
- Reporting & analytics
- Order orchestration
- Value-added services



## Transportation management

Ship orders faster and at a lower cost with our network of national and regional parcel carriers, final mile optimization, and extended holiday cutoff programs.

- **72M** parcels shipped annually
- **15.5M+** square feet of fulfillment capacity
- **95%** of US population reachable within 2 days



## Omnichannel solutions

Deliver seamless experiences with omnichannel solutions purpose-built for your business — modern, flexible, and refreshingly simple.

- **\$3.3B** store fulfilled sales
- **\$3.75B** dropship fulfilled sales



# We offer tailored solutions for your growing needs

We understand that every retailer is unique, has an individual growth roadmap, and faces specific challenges. We tailor solutions to deliver only what will support your success. You won't pay for solutions that aren't a great fit or that you simply don't need.

Radial provides personalized, high-touch services that empower you to keep your brand promises from click to delivery. We tailor solutions based on your unique needs and optimize them to support your brand experience.

## In addition to our core services, we can enhance your eCommerce business through:



### Package engineering

designed to enhance your brand reputation, sustainability, transportation cost efficiency, and the unboxing experience.



### Shopify Fulfillment and Shopify Fraud Zero

integrations to enable you to use Radial solutions in your Shopify store.



### Store fulfillment technology and training

to make curbside delivery and buy online pickup in-store (BOPIS) seamless and coordinated with your eCommerce order fulfillment.



### Tailored automation and robotics solutions

that can be customized to your specific needs, avoiding a one-size-fits-all approach.



### Value-added services

to bring a personalized touch to your packages, including digitized handwriting, gift wrapping, marketing inserts, custom kitting, embroidery.



### Transportation analysis

to help determine the best solution and rates for your business.



### Pre-built, plug-and-play integrations

with your existing platforms, systems, and tools, including Salesforce and Adobe.



### Reporting & analytics

to drive continual process improvements to optimize your CX.

Our longevity in the industry gives us a depth and breadth of aggregated, anonymized data that we utilize to improve performance for each Radial customer. We spot trends and develop best practices from across our network of retailers – delivering powerful insights to you that are difficult to obtain outside of our customer base.

## We are here to take your eCommerce business to the next level.

### Radial partners with you

Many 3PLs serve as transactional vendors. We don't. Our experts will partner with you to develop a successful strategy to optimize your eCommerce operations and CX. Relationships and a partner mindset are important to us. We value and practice transparent, clear communication. We listen.

We base our success on your success. We are invested in your growth and customer experience strategy and work with you to optimize processes and workflows.



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## Experience the Radial difference for yourself

Reading about Radial and what we have to say is one thing. Experiencing it is even better. We'd love to have a discovery call with you to learn more about your challenges and how we can best support your business and its customers.

**[Talk to Radial.](#)**

## About Radial

Radial is the industry's largest 3PL fulfillment provider that offers integrated payment, fraud detection, and omnichannel solutions to mid-market and enterprise brands. Leveraging over 30 years of industry expertise, Radial rejects the one-size-fits-all approach, instead tailoring its services and solutions to align strategically with each brand's unique needs.

Our team supports brands in tackling common eCommerce challenges, from maintaining delivery consistency to ensuring secure transactions. With a commitment to fulfilling promises from click to delivery, Radial empowers brands to navigate the dynamic digital landscape with the confidence and capability to deliver a seamless, secure, and superior eCommerce experience.

Learn about our solutions at [radial.com](https://radial.com).

