



✓ Single Multi-Carrier Interface  
 ✓ Fast Return On Investment  
 ✓ Tools to Control Shipping Costs



**cps™ Shipper in Action...**

## Case Study - NatureCity



NatureCity® believes that high quality, scientifically based nutritional supplements are needed today more than ever and they strive to provide the best quality products that scientific

research supports. "Our goal is to provide a better quality of life for our clients," explained Beth Geller, Senior Vice President of NatureCity. This commitment has grown NatureCity from its initial 3 person staff to their current operation and its 13,500 square foot facility. Their primary products are condition specific nutritional products. "A number of our clients are 65 and over, so we pay particular attention to the needs of this generation," Ms. Geller stated. A one year product guarantee and the great testimonials on their web site show why NatureCity® is growing.

A direct mail marketer, NatureCity brings in its sales through their direct mail pieces and web site. "We develop all marketing ourselves, including direct mail, newsletter, monthly specials and our web site. We like to control as many of the touch points with clients as possible," Ms. Geller stated. A NatureCity Club membership, another NatureCity advantage, is only \$29 per year and includes 25% off products and free shipping. Non-club members still get great products and flat-rate shipping for their orders.

Originally, NatureCity used just one carrier for their packages. With all of their direct mail business with the post office, their post office rep approached them with very competitive rates for their shipping and committed to provide other services. Initially NatureCity tried mail manifesting, but found problems that included the lack of an on-site package pickup, always needing a check for postage at the time of shipping and simply not ever definitely knowing if the packages and manifest would be accepted by the post office. "We like the post office but knew it was time to find a shipping system so we could use both the post office and our original carrier easily with our order system," said Mrs. Geller. This search led NatureCity to Harvey Software's Computerized Parcel System (CPS™) multiple carrier shipping software.



NatureCity discovered CPS through a forum for their order system. On the forum, CPS users reported good reviews, easy connection to the order system, plus Endicia.com completely integrated into CPS with no extra steps needed to print postage directly on the shipping label. These and other factors guided NatureCity's selection of CPS. Today they have a year's use of CPS behind them.

"We purchased CPS to save money and it's done that. Plus, CPS' technical support is outstanding. The easy integration with our order system is great. Our shipping costs are down by 1% of sales and charge backs for bad addresses are now at zero. All of this helps us with our commitment to free or flat rate shipping charges to our customers," explained Ms. Geller. Of great importance to NatureCity is that CPS works with Endicia but with

Endicia completely in the background. "CPS gives us all the benefits of online postage without any change to our shipping operation, and that's very helpful. With postage printed right on the label by CPS using Endicia, our shipping is simplified. The post office now picks up our boxes every day, it's easy to obtain postage refunds, finding postage history is simple, it's quick to purchase additional postage and we still get the commercial base discount for our packages. Also, Endicia's webinar training sessions are very helpful for understanding post office rules and upcoming services and rates. With CPS and Endicia, our previous manifesting problems are gone," Ms. Geller stated.

To learn more about NatureCity, visit <http://www.NatureCity.com>.

### **About Harvey Software, Inc.**

Founded in 1983, Harvey Software, Inc. is a highly regarded provider of effective, reliable shipping software to solve the parcel shipping problems of today's multi-carrier businesses. Harvey Software's CPS is a FedEx<sup>®</sup> Compatible Solution, UPS Ready<sup>®</sup>, USPS<sup>®</sup> certified and works with Endicia<sup>®</sup> Internet Postage. All Harvey products may be used in standalone or multi-user configurations. CPS users ship over 200 million packages per year. For additional information, contact Harvey Software Sales at <http://www.HarveySoft.com>.