



# Convenience Meets Efficiency in Driving Dillard's Omni-Experience

**FedEx Compatible  
makes it easier for  
customers to ship  
via FedEx.**

With FedEx® shipping functionality integrated into the business software they use most, customers can ship with FedEx more conveniently and efficiently than ever.

## Agile Network provides tools to foster and manage growth.

The style of life is more than just a catch phrase at Dillard's. It is a culture created by their founder, William Dillard in 1938.

Dillard's Inc. ranks among the nation's largest fashion apparel, cosmetics and home furnishings retailers with annual sales exceeding \$6.5 billion. The Company focuses on delivering maximum fashion and value to its shoppers by offering compelling selections complemented by exceptional customer care. Dillard's stores offer a broad selection of merchandise and feature products from both national and exclusive brand sources. The Company operates 284 Dillard's locations and 18 clearance centers spanning 29 states plus an internet store at [www.dillards.com](http://www.dillards.com)

In 2009 Dillard's expanded into their new e-commerce warehouse in Maumelle, AR. Before teaming with Agile Network, they were looking to grow their business but needed a single solution that would keep pace with significant growth in e-commerce sales, increased customer expectations and automate the shipping processes, regardless of where the order shipped from. Dillard's was looking to have as few touch points as possible and to ship e-commerce orders as quickly as possible, exceeding customer delivery expectations.

Dillard's currently does a lot of shipping at the store level through their "find program". This is a program that uses their order management system to locate the exact item a customer desires and ships it from that specific store. All e-commerce orders are shipped from their e-commerce warehouse if inventory is available. If the warehouse doesn't have the item, Dillard's looks to a store to meet the customer's needs.

Dillard's looked at Agile Network's ability to integrate into the whole shipping, order fulfillment, packing process and ability to rate shop across multiple carriers to fit into this business model. Recognizing other solutions may meet these needs, Dillard's believed Agile Network made the most sense and thought other solutions weren't robust enough for their integration requirements. They turned to Agile Network integrated with FedEx shipping functionality to simplify the delivery of items sold across their various channels.

The AgileShip™ system was selected from Agile Network to streamline efficiencies within Dillard's network by managing and executing their routing guide, including time-in-transit variables, and managing all the FedEx and USPS carrier compliance, labels, manifest, EDI's etc. AgileShip also works with the WCS in place at Dillard's to weigh, print, route (dynamically), and apply the label and packing slip while the cartons continue rolling on the conveyors.

**Dillard's**  
The Style of Your Life.



## The convenience of FedEx through AgileShip drives a superior customer experience.

Assume your e-business delivered packages to residential customers a day or two faster than your competitors. Now assume this speedier, reliable delivery service didn't cost your company a penny more than what your competition pays for slower, less reliable delivery. Would you consider this a key differentiator that would help your e-business grow? Probably so! It's always been commonly thought that you should use one carrier for ground shipping and FedEx for overnight shipping, right? Wrong! What most people don't realize is that FedEx Ground arrives faster than UPS Ground to over 26.8% of US destinations. Faster lanes and the convenience of FedEx Home Delivery<sup>®</sup> on Saturday squeeze out an extra day or two which is tantamount to increased customer satisfaction, repeat orders, fewer dropouts and happier consumers.

This is why Dillard's chose to team with FedEx 6-7 years ago as their preferred carrier, adding greater convenience to their customers. Unlike many retailers, Dillard's does not offer free shipping, so their online service levels need to be exceptional. Dillard's must get the order out faster and get it to the customer faster. Through the AgileShip system, rate shopping between carriers takes into consideration pricing but most importantly transit time. Most shipments need to be delivered within 2 days. Other carriers would have to be equal to or better than FedEx Home Delivery to be considered over FedEx.

FedEx technology is also important. Dillard's wants to keep the customer informed about their shipment's status and wants to provide as much visibility, transparency and flexibility as possible to their customers. Dillard's utilizes email communications to inform customers their packages were out for delivery. In addition, customers can use FedEx Delivery Manager<sup>SM</sup> and Hold at FedEx Location to customize their delivery experience.

## Agile Network and FedEx: Perfectly compatible.



Together Agile Network and FedEx help businesses quickly fulfill orders and increase customer satisfaction and loyalty by offering a number of flexible, holistic automated solutions, transportation networks and solutions and differentiated products and services to meet their unique needs, while providing complete visibility and control for inbound and outbound shipments. FedEx doesn't just offer the standard shipping services you have grown to love like FedEx Express, FedEx Ground, FedEx Home Delivery and FedEx SmartPost<sup>®</sup>. There are a number of ancillary services to choose from to provide an anywhere to anywhere experience for both you and your customers. Agile Network has the applications that optimize your company's performance across the entire e-commerce supply chain.

Dillard's is looking this year to use both companies to enable routing guide compliance and shipping from their stores and other distribution centers through the AgileShip system to decrease transit times and increase inventory efficiencies.

### Your criteria. Your solution.

FedEx Compatible helps you choose a single third-party system with FedEx shipping functionality integrated into it. Go to [fedex.com/compatible](https://www.fedex.com/compatible) to learn more about the program.

To learn more, or request information on Agile Network, please visit [www.agile-network.com](https://www.agile-network.com) or call 866-686-2445.

**FedEx. Solutions That Matter.<sup>®</sup>**

**Agile Network. Ship Better. Save Money.**