ModCloth Finds the Perfect Fit With FedEx and Agile Network

Finding clothes that fit when shopping online can be tricky. That's why online clothing retailers often encourage customers to buy with free shipping and returns. ModCloth, a fast-growing online clothing retailer, needed a way to both meet their customers' desire for free shipping and handle their increasing shipping volume.

How it all began

Founded by husband-and-wife team Eric and Susan Koger, ModCloth sells affordable women's fashions from independent designers, as well as a select offering of vintage items to a target market of college-age and young professional women. Having got its start a mere 10 years ago in a college dorm room, ModCloth has grown into a substantial business with more than 250 employees and a devoted online following. In fact, in the past few years, the business has grown exponentially. The Kogers' shipping solution just wasn't keeping up with sales and had the potential to undermine their customer service goals.

A solution with growth potential

In 2011, ModCloth made the switch from a different shipping software system to FedEx and AgileShip because they found their old system couldn't keep up with the increasing volume. AgileShip is the product of FedEx® Compatible Solutions Program provider Pierbridge, and is offered by their value-added reseller Agile Network.

"We use AgileShip because of its scalability. We're a fast-growing startup experiencing rapid year-to-year growth, and Agile's solution is growing with us. We're shipping three times the shipments we did before we switched to Agile, and it's keeping up. Agile also lets us provide cost-effective solutions for our cost-conscious customers," says Nick Croasdaile, manager of supply chain integration at ModCloth.

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And why the move to FedEx? "It was a decision based on overall service. The combination of FedEx® shipping services, the account management team and the flexibility FedEx has provided have enabled us to offer free shipping to our customers, both outbound and returns," says Croasdaile.

Meeting customer demand, seven days a week

From their 110,000-square-foot fulfillment center in Pittsburgh, ModCloth picks and fills orders, as they're received, seven days a week. Their goal is to ship all orders within 24 hours.

ModCloth is able to offer free shipping and returns on orders that meet a set minimum order amount using FedEx SmartPost® service — a service that ModCloth renamed "ModCloth Savvy Saver." Customers can also upgrade to FedEx Home Delivery® for an additional fee.

As their business continues to grow by leaps and bounds, ModCloth — thanks to FedEx shipping solutions, the scalable AgileShip software and Agile Network's efforts — is poised to serve their customers with fast, reliable shipping at the right price.

Your criteria. Your solution.

The FedEx Compatible Solutions Program helps you choose a single third-party system with FedEx shipping functionality integrated into it. You eliminate the inefficiencies of maintaining separate systems for different carriers, minimize the cost and time required for employee training by focusing on a single system, and evaluate shipping options and rating information for FedEx and other featured carriers from a single touch-point. Go to **fedex.com/us/compatiblesolutions** to learn more about the program and to request that a FedEx Compatible Solutions Program provider(s) call you today.

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