



The Shopping Channel Case Study

Dropship Manager Client Success Story



The Shopping Channel more than triples its dropship sales and expands merchandise by more than fifty percent using Radial Dropship Manager.

The Situation

- Expand dropship product assortment by 50%
- Test new products on-air without incurring the risk of inventory overhead
- Capture true item demand
- Automate dropship order processing, invoicing and payments
- Improve visibility to order status

The Shopping Channel introduces 30 to 60 new items per day – an expensive and risky proposition if it inventoried all of the merchandise. It is also a proposition driven by a live, on-air programming schedule of 18 hours per day, and taped sessions overnight that dictates the need for keeping things fresh and consistently showing customers new products. With the dropship model they were using, The Shopping Channel team received various files of shipped orders or shipment reports from suppliers, and then manually performed invoice matching and processed payments. When a decision was made to expand its dropship business model to broaden its product offerings, The Shopping Channel's IT and Accounting resources knew there was no way they could meet this directive using their current processes.

The Results

- Tripled dropship sales
- Grew its dropship supplier network by more than 300%
- Expanded online assortment by over 50%
- Significantly improved the revenue recognition process for The Shopping Channel and its suppliers
- Expanded cross-sell opportunities by leveraging dropship supplier entire inventory
- Realized significant gains in productivity and operational efficiencies
- Achieved visibility in reporting throughout the entire shipping and invoicing cycles
- Reduced dropship order processing times from nearly a month to single day
- Improved supplier relationships



Radial Dropship Manager has allowed us to increase our product offering on our website by 50 to 70 percent, which means we are introducing and testing new products while incurring very little infrastructure cost.

Andrew Natale
Project Manager



The Radial Solution

To support the strategic goal of expanding their product assortment with minimal risk or cost, The Shopping Channel selected Radial Dropship Manager to grow and automate their supplier network. Radial Dropship Manager is a web-based supply chain collaboration solution that automates order processing, exception handling, shipping, invoicing, and inventory between a retailer and dropship suppliers. The Shopping Channel leverages the tremendous opportunity their online channel presents to test products at a significantly lower cost than other sales channels. When combined with Radial Dropship Manager, a backend web portal to route orders, and automate order communication, they gained the added economic benefits of efficiently and intelligently managing their dropship suppliers.

Mike Smith, Director of IT Operations for The Shopping Channel explains, "Dropshipping for our business makes perfect sense because it allows us to introduce a large number of new products without incurring the upfront inventory costs and warehouse handling and facility expenses. Our old dropship model was bogged down with manual, labor-intensive processes to transmit orders, ship confirm orders, match and enter invoices for payment, not to mention the day-to-day back and forth with the suppliers. We knew automating our dropship processes was the key to successfully expanding this business model, and that led us to Radial."

Radial's interactive messaging, email alerts, and commenting capabilities eliminate back and forth phone calls and voice mails between The Shopping Channel and its suppliers enabling delay-free and up-to-date responses to customer inquiries. The Shopping Channel's prior process of manually communicating with suppliers was extremely time consuming and prone to errors. With Radial Dropship Manager, the process that once took a month, now takes 1 day. In addition, Radial's reporting and exemption handling features proactively identify any potential issues early on in the order process that might impact the customer.

