



Freightcom's 2024 Peak Season Shipping Guide

How to Manage All Your Shipping During the Peak Season Crunch





Welcome to Freightcom's 2024 Peak Season Shipping Guide

For businesses, **the holiday season, Black Friday, and the end-of-year rush** offer significant sales and revenue opportunities. However, these periods can also present major shipping and logistical challenges. Increased demand, tighter deadlines, and potential disruptions across the supply chain create **a complex environment for shippers.**

For small-to-medium-sized businesses (SMBs), managing the surge in orders during peak season is crucial to **maintaining customer satisfaction and maximizing profitability.** The strain on carriers, fulfillment centers, and inventory systems can negatively impact those who aren't adequately prepared. This guide is designed to help you optimize your shipping processes, maximize resources, and stay ahead of potential disruptions, ensuring **your business is ready for the busiest time of the year.**

What Is Peak Season?

Peak season typically runs **from early August through mid-December**, where businesses and manufacturers ramp up production and shipping to prepare for key events like the holiday rush. This causes **increased demand for freight and shipping services**, and immense pressure on the supply chain.

With this comes a higher likelihood of delays, capacity shortages, and unexpected surcharges. Unprepared businesses may experience **disruptions in delivery times and increased costs.**





General Shipping Tips

● Plan Ahead and Forecast Accurately

Analyze historical data, trends, and market conditions to **forecast demand during peak seasons**. Proactive planning helps you avoid last-minute rushes, ensure you have the necessary resources, and **reduce the risk of delays**.

● Leverage Technology and Automation

Implement software solutions like Freightcom to streamline shipping processes. Automation helps reduce human error and speeds up processing times. **Use time saving tools like autofill and distributions** to optimize your efficiency during this time.

● Diversify Your Carrier Options

Working with multiple carriers provides flexibility in the face of delays, price hikes, or capacity shortages. **Leverage each carriers' strengths** to meet customer expectations during peak season while servicing customers from all geographic locations.

● Be Mindful of Additional Fees

Peak season often comes with surcharges like **fuel, handling, and holiday fees**. Plan for these costs in advance to protect **your profit margins**.

20%

Share of annual revenue is made by B2C business' during peak season

30%

Year-over-year increase of freight traffic at major retail DCs

Plan Ahead for Surcharges!

Refer to [Freightcom's Peak Surcharges](#) page for a complete guide to our carrier partners' applicable surcharges during peak season.

[Check the page](#)



In 2023, Canada's goods and services exports increased by 1.4% to reach \$965.1bn CAD

Source: [Global Affairs Canada](#)

LTL Shipping Tips (Less Than Truckload)



Consolidate Your Shipments

Combine smaller shipments going to the same region to **reduce your per-pallet cost** and minimize the number of stops, allowing for faster delivery.



Use Dimensional Weight Pricing Wisely

LTL carriers use **dimensional weight (DIM) pricing**, which considers the size of your shipment rather than just the weight. Use efficient packing to **avoid paying extra for unused space**.



Plan for Capacity Crunches

LTL carriers often face capacity shortages during peak season. **Book shipments early with carriers** to ensure your freight has space on their trucks.



Ensure Accurate Documentation

Provide **accurate bills of lading (BOL), packing lists, and any required labels** to avoid delays. Mistakes in documentation can result in surcharges or slow down delivery, especially during busy seasons.



Despite a slight upward trend during Q2 in 2024, freight costs in Canada have remained stable since Q3 2023

Source: [Canadian General Freight Index](#)

Parcel Shipping Tips

01

Monitor Carrier Cutoff Dates

Stay updated on carrier cutoff dates for **guaranteed delivery by specific holidays**. Missing deadlines leads to late shipments and dissatisfied customers.

02

Optimize Your Packaging

Use the smallest, most durable packaging to **maximize space and reduce shipping costs**. Proper packaging minimizes damage, reducing the number of returns and complaints during high-volume periods.

03

Leverage Drop-Off Centres

Peak Season crunch can result in **delayed or less-frequent pickups from carriers**. For particularly time-sensitive shipments, consider **using local drop-off locations** to ensure the carrier receives them when you need them to.

04

Consider a Multi-Location Strategy

If your operations allow, **ship from multiple locations to reduce delivery times**. This strategy can help you avoid delays and reduce the risk of shipping bottlenecks during peak seasons.



Still Feeling the Squeeze

A 2024 report showed that **76% of logistics leaders** are experiencing above average pressure during peak season due to **workforce shortages**.

eCommerce Shipping Tips

01

Prepare Your Inventory and Stock Levels

Analyze past sales and forecast trends to ensure you have **the right amount of stock** on hand. Running out of key products can lead to missed sales opportunities and customer frustration.

02

Prioritize Customer Communication and Expectation Management

Be transparent with customers about potential delays during peak season. Set realistic shipping expectations and **offer tracking updates** to keep customers informed.

03

Offer Multiple Shipping Options at Checkout

Give customers the choice between **different shipping speeds and carriers**, especially during the peak season. This allows them to **decide whether they prioritize speed or cost**, reducing the pressure on your operations.

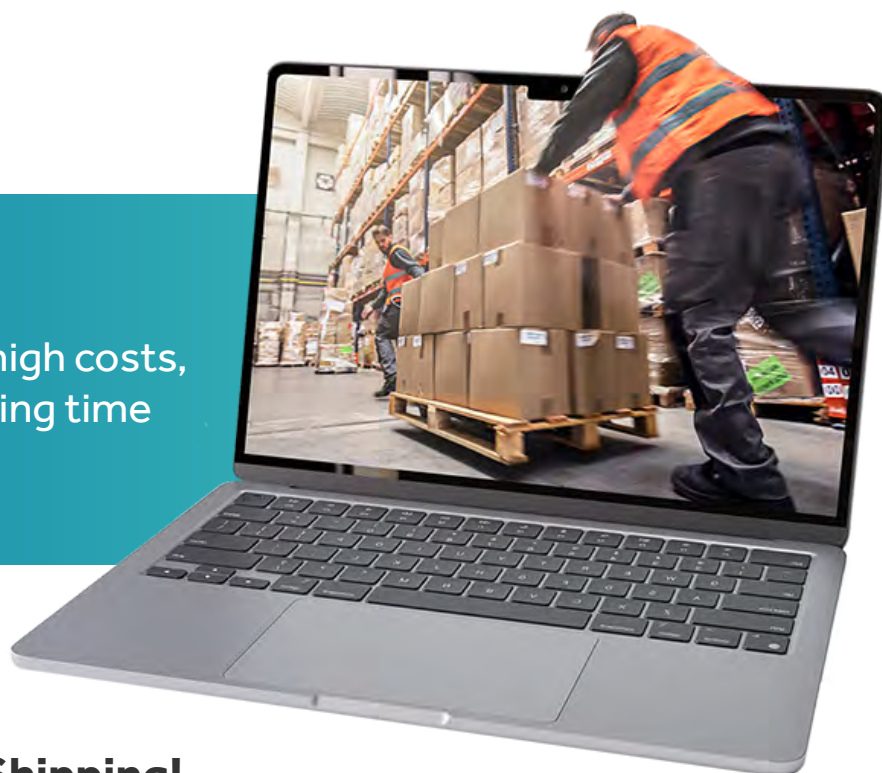
04

Implement a Solid Returns Policy

Provide a clear, concise returns policy to your customers directly on your online storefront. Consider offering **prepaid return labels for certain scenarios** to mitigate additional stress on your customers and on carriers.

Did You Know?

Many customers are conscious of high costs, preferring to opt for a slower shipping time if given the choice.



We Can Help Upgrade Your Shipping!

Freightcom's **intuitive, feature-rich platform** streamlines your shipping journey from quoting, booking, and shipping to tracking and invoicing, **all in one place!**

Why Our Customers Choose Freightcom



Exclusive Discounted Rates

Get deep volume discounts on domestic and cross-border LTL, domestic, cross-border, and international parcel services, and more!

World-Class Service and Support

Our trained experts are ready to answer any of your questions! From booking, to invoicing, our team is your team.

Zero Upfront, Monthly, or Hidden Fees

Access to the most trusted carriers in North America with the widest coverage across all major lanes and pay only for what you ship!

How Freightcom Customers Benefit

- Access **discounted rates on pallet and parcel shipping services** from top carriers in North America.
- Utilize our user-friendly, cloud-based platform, designed to **streamline the shipping process**.
- **Enjoy end-to-end tracking** for both LTL and courier shipments.
- Access supplementary services like **White Glove, Cross-Border LTL, International Courier, and more**.
- Integrate Freightcom's platform directly into your eCommerce storefront via the **Freightcommerce API**.
- Benefit from consolidated billing on all your shipments across carriers, with **no startup or monthly fees**.

Start Shipping Smarter!

Talk to one of our shipping experts today and see how Freightcom can help you access the very best in **shipping for less!**



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