

MasonHub + ROUTE

# MasonHub partners with Route to ease ecommerce headaches

**4.8/5** Average CSAT

**\$4M** Revenue Protected

**36k** Protected Orders



## Company Info

MasonHub provides an omnichannel ecommerce fulfillment solution.

<https://masonhub.co/>

**Location:** Los Angeles, CA

**Industry:** Software

**Employees:** 100

## Stats:

- Expanded operations to the east coast to provide faster shipping methods for 90% of their merchants

Based in Los Angeles, California, MasonHub is an innovative provider of ecommerce fulfillment technology. The founders of MasonHub began in 2018 with one central focus: to modernize supply chain logistics for omnichannel brands.

MasonHub is engineered to optimize order management and fulfillment. They have created a powerful, easy-to-use platform which gives their customers increased transparency into orders and inventory. MasonHub's scalable fulfillment solution enables merchants to create an exceptional customer experience.

## Peak season chaos once led to an increase in claims regarding lost and damaged orders

Aside from providing an incredible omnichannel resource to small businesses, MasonHub prides itself on finding solutions to everyday problems ecommerce merchants encounter.

As MasonHub grew their customer base, frustrations caused by shipping delays and damages became a common theme among claims fielded by the MasonHub customer support team. **"We started seeing increased claims from merchants on packages going lost or being received damaged which turned into a real issue during peak seasons,"** mentioned Chelsea Pritchard, Head of Marketing at MasonHub, **"We wanted to solve the issue for the clients while taking work off the plates of both our customer service team and the merchants."**

As a company dedicated to alleviating common ecommerce burdens, they were on the hunt for a solution that could adequately support the pain points their merchants were experiencing while also easing the burden of claims that the MasonHub Customer Service team was experiencing.

**“We value true partners that exist outside of fulfillment to help us create a better customer experience. Partnering with Route to help us meet a need for our merchant base while simultaneously supporting our efforts internally was a no brainer.”**

— Chelsea Pritchard, Head of Marketing at MasonHub

### *Before Route*

- **Merchants were frustrated with having to float overhead costs** of replacing missing, damaged, or stolen packages out of pocket
- **Time consuming issue resolution for lost and damaged orders fell into the laps of both MasonHub and merchant support teams**
- MasonHub **merchants were overwhelmed with increased claims from customers on wayward packages during peak seasons** causing backlogs

### *After Route*

- **Merchants no longer carry the overhead costs** related to lost, stolen, or damaged orders
- **Customers are able to self-resolve issues through Route with seamless, instant resolutions**
- **Merchants are able to dedicate more time to creating and sustaining a meaningful customer experience**

## **Expert shipping issue assistance through Route helps sustain a great customer experience**

**“It’s important to us to be a partner to our merchants - not another vendor. We identify the headaches and bottlenecks of our customer base and seek out potential partner solutions that represent the same values and scrappiness that our customers bring to the table,”** Pritchard mentioned. **“Ultimately, we seek out partners that we’re proud to be with, publicly.”**

Route’s Package Protection model was exactly what the team at MasonHub was looking for. **“Route is the perfect solution for handling inquiries and financially sustaining the overhead for lost and damaged packages,”** emphasized Chelsea Pritchard. Since partnering with Route, MasonHub has helped their merchants protect over 30,000 packages resulting in approximately \$4 million of protected revenue.

**“We’re very careful with who we choose to partner with, especially in regards to how it will impact the customer service internally and externally. We have to make sure that some of these real pain points can be addressed by someone we trust. We lean into Route to help support these merchants and trust that they will deliver the same, great experience we offer at MasonHub,”** Chelsea enthused.

Partnering with Route has allowed the MasonHub team to provide proactive solutions for their merchants when they experience issues entirely out of their control. Subsequently, both the MasonHub team and their merchants are able to spend their time and resources on providing the best experience possible for their customers.

