



When your business sells perishable products over the Internet, you have very specific shipping needs. This is especially true for Columbus, Ohio-based Jeni's Splendid Ice Creams, because they're more than just a trendsetting purveyor of artisanal ice cream.

"People go on first dates at Jeni's Scoop Shops, people get proposed to, and have their weddings with us," said Chelsea Clements, Director of eCommerce at Jeni's. "Our customers send our ice cream for Mother's Day, bereavement gifts and anniversary gifts. We are a part of people's lives."

This focus on customers means that Jeni's wants to create a delightful experience whether in one of their Jeni's Scoop Shops or when opening up a signature Jeni's orange delivery box in the comfort of their own home.

That's where the need for a shipping partner comes in.

"We were opening Scoop Shops across the country, but only shipping out of one fulfillment center," said Clements. "We realized that in order to sustain our online business and our cold storage supply chain, we needed multi-warehouse fulfillment. This wasn't native to our platform Bigcommerce, so we knew we needed a solution."

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Customer Story: Jeni's Splendid Ice Creams

jeni's
SPLENDID ICE CREAMS

Enter ShipperHQ.

"ShipperHQ helped us enable multi-warehouse fulfillment logic, which grew the business. Beyond that, they also helped us with things like guaranteed delivery date, because that's very important to our customers who often send Jeni's as gifts."

After all, a box of melted ice cream on your doorstep the day after your birthday isn't exactly festive.

"ShipperHQ also helped us in times of crisis, like when landslides meant we couldn't get shipments out of one of our fulfillment centers. If that had happened before we used ShipperHQ, we would have had to shut down our entire eCommerce business until the roads re-opened. We don't have any developers on the team, but with ShipperHQ it was as easy as changing some settings, and we were able to keep our business up and running."

Clements estimates that just relying on ShipperHQ to calculate delivery dates has saved the company 131 hours per year.

ShipperHQ also partnered with Jeni's to enhance their customers' eCommerce experience in other ways, like setting shipping cutoff times, and automating flat rate shipping and real time FedEx Priority overnight delivery.

Clements added, "They're very knowledgeable in all aspects of eCommerce, and have been great with helping us with our tech stack, and giving us advice and honest feedback about things we could try or avoid. ShipperHQ isn't just an add-on or 3rd party integration piece to us. They're a partner."



Visit their [website](#) to learn more about Jeni's Splendid Ice Creams and order your own pint.



To learn about automating your eCommerce shipping with ShipperHQ, start a **30-day no-risk free trial**.



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