

Starshipit | Messaging for partners and press

Overview

This document offers a comprehensive overview of our key messages, features, and problem statements. It is designed to be utilised in partner collaborations, press releases, media coverage, event entries, website content, and joint projects.

What you'll find in this document

- Hero messaging
- Key details
- Our values
- Starshipit history
- Key product features
- Unique selling points

Hero messaging

Deliver great shipping experiences with Starshipit, the fulfilment automation software designed for retailers. Save time on every order, reduce shipping costs and create happier customers with shipping automation. Automate label printing, shipping notifications, returns and more.

Key details

- **Founding year** – 2014
- **Number of integrations** – 100+
- **Label volume** – 150M+
- **Number of customers (Global)** – 30,000+
- **Origin countries using Starshipit** – 100
- **Online reviews** – 4.8+ stars on major app stores

Our values

- **Customer as a compass** – We provide incremental product improvements to deliver value to our customers. We're guided by our customers.
- **Together is better** – Building great products requires collaboration, both internally and with our customers. We're committed to bringing solutions to retailers quickly.
- **Agile from day dot** – Agility is key to our success, eCommerce is fast paced, we stay nimble to react to the needs of our customer. We value people over process.

Starshipit history

Starshipit was born out of frustration. In 2014, George Plummer, developer by trade and founder of Starshipit, met Alex Webster, owner of Coast New Zealand. Alex sold products in-store and internationally online, which required a bewildering array of systems, printers and suppliers. George knew there had to be a better way, so Starshipit was born.

George's innovative new platform offered a central dashboard that supports multiple couriers and integrates with eCommerce platforms. From printing labels to delivering innovative branded experiences for customers, we make shipping into a high point of a sales experience.

Starshipit is all about helping online retailers increase productivity and grow globally. Now, the average savings in handling time using Starshipit is above 50%. Starshipit has been a gamechanger for the eCommerce and fulfilment industries as efficiencies on this scale lead to growth for retailers, with Starshipit now the leader in the industry in Australasia, the UK and around the world.

While our HQ is based in Auckland, New Zealand, our team is spread across NZ, Australia and the UK. We've been working under a hybrid model since day dot, which means our people can balance life at Starshipit and at home in a way that's meaningful to them. We love a good time and enjoy getting together to celebrate the wins with one another.

Key product features

What are the key features of our product that our customers love?

- **Shipping labels** – Retailers can automatically generate shipping labels and print them directly to a thermal printer or download as a PDF – all at once, just a few, or one at a time.
- Customs and shipping documentation can be electronically completed and submitted.
- **Rules engine** – Using a rules engine, retailers can assign couriers to orders according to various parameters. This ensures that you are using the best courier for the job. For example, cheapest available rate, rural deliveries, dangerous goods etc.
- **Invalid addresses** – Starshipit corrects invalid addresses using address lookup technology, reducing human error and ensuring customers receive their order on the first attempt, even if they input their address details incorrectly.
- **Branded tracking and shipping notifications** – Post-purchase, retailers can send their customers branded tracking pages and email and SMS notifications at key stages of the delivery journey, keeping customers informed and reducing the number of enquiries their support teams have to manage.

Unique selling points

What sets Starshipit apart from the competition?

- **Automation helps retailers to compete** – The range of features and automations allow online retailers to scale without having to increase staff numbers. Starshipit helps retailers to eliminate repeatable tasks that are typically a drain on staff, all from one dashboard.
- **Free shipping expert support on every plan** – Starshipit includes comprehensive onboarding, training and support with every plan, regardless of business size. Whenever you have a question, our team is ready to answer.
- **Save on shipping costs** – Starshipit focuses on offering best-in-class shipping technology instead of making money off shipping rates. We encourage retailers to build your own relationships with couriers, which in turn allows them to negotiate more competitive rates. Over time, this helps them scale faster and provide better customer experiences.

- **Advanced, enterprise-grade security** – We always keep security top of mind at Starshipit. Our API is robust and encrypted, and we carry out appropriate due diligence with every new partner and integration.
- **A stable platform you can rely on** – Starshipit is hosted on Microsoft Azure, which gives us limitless scalability when extra performance is required during busy periods.