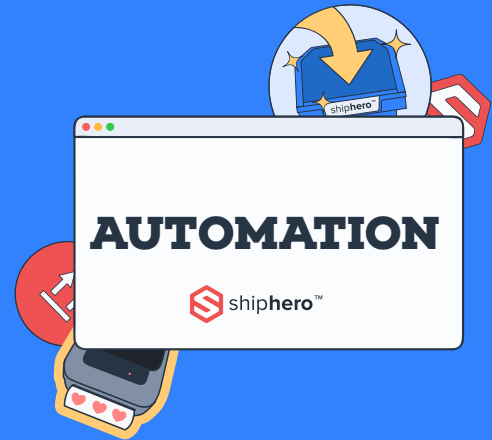


The Power of Automation Rules With ShipHero

By using automation rules, you can tailor your ShipHero software experience to be exactly what your business needs ... and what your customers expect.

Automation rules give you and your team the power of customization without the added stress of on-the-spot decision-making. By setting your automation rules to cover everything from shipping methods to priority flags to customized packaging, you can offer your customers a top-of-the-line experience without any additional manual labor.



How Automation Rules Work

Here's the lowdown on how these automated rules can save you time and money.

Automation rules are actions set up within ShipHero's Warehouse Management Software that are based on certain triggers. When an order is received that meets the criteria of a rule, that trigger will fire. The trigger initiates a sequence of actions that can automatically do all kinds of cool things for you like - order prioritization and optimize picking flows in the warehouse, add gift note inserts, or initiate partial shipping authorizations.

Add Items: Make it easy to run Buy One, Get One promotions in your store. You can set up an automation rule that will trigger the addition of an item if the order meets certain qualifications. .

Allow Partial Shipping: Automatically allow partial shipping on orders that meet your requirements. (i.e. total order value exceeds \$x amount, order contains pre-sell SKU, etc.)

Set Priority Flag: Make sure the most important items get to the most important customers on time. The Priority Flag meanings are defined by you and your team, so it's the perfect fit for your business.

Insert Note: Launching a new product line? Want to offer a bounceback coupon? Maybe you just want to offer a special thank you? With this rule, you can trigger any of these actions based on the order makeup. This will signal to the warehouse team that a special action should be done before packing the shipment and sending it out.

Set Box to Use: You can give customers a specialized experience by choosing a special box for certain orders, or dictate the box type/size to use for certain products.

There are so many ways you can use automation rules and so many options to choose from - the possibilities are endless. Plus, you can stack automation rules. So, no matter how complex the workflow, it can be implemented with less effort and less manual labor at the warehouse level - saving you time!

A Few Special Case Scenarios

For Shopify Clients: ShipHero imports Shopify order and product tags and with this import, even more information is synced between Shopify and ShipHero, giving you more control over your automation rules.

For 3PLs: Automation rules give you the power to fulfill subsets of orders or certain products with just a few clicks. This makes it easy to shift client priorities, work with special client requests and meet client expectations. All from one tiny automation rule!

Automation Rules - Making it Even Easier to Ship eCommerce

Automation rules are directly in line with ShipHero's ongoing commitment to make it easy to ship eCommerce. Automation rules take the guesswork out of workflows and communicate everything your pickers, packers and shippers need to know to do their jobs efficiently.

They save money.

Automated rules remove even more opportunity for human error, and we know, human errors can be costly.

They save time.

By giving you the power to set special rules and statuses, there is no lag time or chance for miscommunication.

They provide personalization.

With control over your workflows, you can customize order actions easily. These personal touches are often what customers want from unique, non-big-box-store brands.

They provide flexibility.

The list of automations already included in ShipHero's shipping software is extensive - but we offer even more flexibility because we're awesome like that! During a new client's implementation and onboarding process, the ShipHero team works closely to set up the automation rules that work best for you and your specific business needs - we are obsessed with your success.

If You Want Powerful Shipping Software, Then You Want ShipHero

This might be the most logical automation rule of them all - ShipHero increases your efficiency, saves you money and gives you the processes to stand out from your competitors.

If that's what you want, then why are you waiting? Get started with ShipHero today.

Current ShipHero clients, please reach out to your CSM for any questions regarding automation rules. **New to ShipHero?** If you're ready to see how ShipHero can provide you with an end-to-end shipping and order management solution, plus the automation rules you need to be successful, please reach out to one of our software experts today.

[Talk to a Software Expert](#)

