



Case Study | Keeperstop

Sports Equipment Provider Improves Shipping Consistency with Unishippers

Keeperstop is an online soccer equipment retailer that has specialized in providing quality goalkeeper gloves, jerseys and gear since 2007.



Keeperstop Overview

Sports equipment provider Keeperstop supports goalkeepers across the country through improved accessibility to soccer equipment and goods. They sell gloves, jerseys and other gear like protective pads, plus offer training and guidance for goalkeepers at all levels of the sport.

The company primarily ships parcel direct to customer residential addresses across the United States.

In 2018, Keeperstop began working with Unishippers after more than 10 years of challenges dealing directly with carriers, including missing packages and an overall lack of support that small to mid-sized businesses (SMBs) like Keeperstop requires. By late 2022, Keeperstop transferred all shipping business over to Unishippers due to their focus on helping SMBs with proven shipping solutions, services and expertise.

Industry**Sports Equipment****Shipments per week****150****Shipping cost per month****\$6,281****Customer since****2018**

Roadblocks To Shipping Success



Missed Package Pickups

Inconsistent and missing package pickups occurred multiple times when in direct contact with the carrier.

Limited Software Integration

Issues arose when transferring existing data to carrier platforms and maintaining record organization when sharing information.

Difficulty Acquiring Packaging

Keeperstop faced challenges procuring adequate packaging materials from the carrier, especially when carrier-specific materials were required.

Lack of Small Business Support

Keeperstop received inadequate SMB-centric support and felt an overall lack of relationship between the shipper and the carrier.

A One-Stop Shop for SMB Success

Unishippers is an industry-leading third-party logistics (3PL) provider that serves as a one-stop shop for SMB shippers across the nation. With a vetted network of 85,000+ full truckload (FTL) freight carriers, 75+ less-than-truckload (LTL) freight carriers and as part of the nation's largest non-retail authorized reseller of UPS®, Unishippers has all the solutions SMB shippers need to achieve shipping success. Now pair that with industry expertise and support from our dedicated team of shipping and logistics pros and you've got a winning combo that can't be beat.



CHALLENGE 1

Missed Package Pickups

SHIPPER CHALLENGE

In the past, Keeperstop worked directly with a parcel carrier instead of a 3PL. During this time, packages were consistently picked up late, with some not being picked up at all due to the carrier's tracking software. This led to lower customer satisfaction and loss of business.

UNISHIPPERS SOLUTION

Keeperstop found a solution by leveraging Unishippers' dedicated support staff and their carrier relationship with UPS. By leveraging dedicated service representatives and relationships instead of struggling with difficult-to-use tracking software, Keeperstop was able to improve their shipping efficiency and consistency, as well as their customer experience. As part of the nation's largest non-retail authorized reseller of UPS, Unishippers was able to provide package pickup solutions to meet all of Keeperstop's shipping needs at prices they could afford.

CHALLENGE 2

Limited Software Integration

SHIPPER CHALLENGE

When working directly with a parcel carrier, Keeperstop experienced technology integration issues. Specifically, the carrier's software would not work on their computer system. Without ease of access to technology, scheduling pickups and deliveries for all Keeperstop's orders became a heavy lift.

UNISHIPPERS SOLUTION

By partnering with Unishippers, Keeperstop successfully utilized the brand's technology systems and integration that provided them with the ability to rate, book and manage all their shipments in one convenient place. Keeperstop also received support from their dedicated Unishippers franchise owner, making their transition to new software a breeze.



"Small business owners, like me, need relationships with shipping companies that can help us run our business smoothly. That is what's important about the Unishippers experience so far; I can concentrate on what's important, which is providing education to my goalkeepers, families and coaches."

Christian Benjamin
Keeperstop Founder

CHALLENGE 3

Difficulty Acquiring Packaging

SHIPPER CHALLENGE

When shipping, Keeperstop was often required to use specific packaging materials ordered directly from the carrier. With their previous carrier, these materials were free, but the service was inconsistent. Free packaging did not make up for the cost of missed pick-ups and decreased customer satisfaction. However, if they switched to a more reputable carrier, the cost of their shipping packaging would increase drastically.

UNISHIPPERS SOLUTION

By partnering with Unishippers, Keeperstop gained access to tips and support to keep their packaging running smoothly, including processes that make acquiring additional materials easy and affordable. With access to dedicated support professionals who offer real-time data and proven industry experience — and the ability to order packaging directly through Unishippers' TMS — Keeperstop was able to get packaging on time and maintain their high level of customer satisfaction.

CHALLENGE 4

Lack of Small Business Support

SHIPPER CHALLENGE

As an SMB shipper, Keeperstop often felt insignificant to their carrier partner after their help requests were not adequately addressed. It proved nearly impossible to build a relationship with, or even hold the attention of, such a large organization.

UNISHIPPERS SOLUTION

Unishippers is a one-stop shop for SMB shipping success that has provided top solutions, support and expertise for customers like Keeperstop for more than 30 years. By teaming with a dedicated Unishippers franchise, a small business itself, Keeperstop gained a partner who understood their unique challenges and need for personalized support, and who could provide the industry-leading resources of a top 3PL.



“My Unishippers franchise made me feel like they cared. And I’m a small company—I understand that. I know I’m not one of Unishippers’ largest customers, but they never made me feel like that. From a problem-solving standpoint, and from a relationship standpoint, it’s always been easy. A small business owner like me can still feel important within the Unishippers network. Truly, that’s why I’ve opened the account and stayed.”

Christian Benjamin

Keeperstop Founder



“We were having problems integrating with the technology because some services could only be used on PCs. Our franchise owner personally dropped off a PC for us. I’m telling you, they jumped through hoops to make it happen. They went the extra mile to help in the integration process.”

Christian Benjamin

Keeperstop Founder



Keeping SMBs like yours in the game.

Keeperstop has partnered with Unishippers since 2018 and switched to exclusively utilizing Unishippers' solutions in late 2022. As a small online business passionate in their support of goalkeepers, Keeperstop found the SMB shipping solutions and support they needed with Unishippers. Together, Keeperstop and Unishippers are currently shipping 11,000 parcel shipments per year and the partnership's success continues to grow.



Looking for a shipping partner to help elevate your SMB success?

Unishippers is an industry-leading one-stop shop for SMB shippers. As part of the nation's largest non-retail reseller of UPS, Unishippers not only provides top shipping support and expertise but also best-in-class solutions to help your business stay competitive in the marketplace. And, as an award-winning 3PL with a network of 200+ franchises across the nation, the Unishippers team is ready to jump in and help your business thrive. Ready to get started?

[REACH OUT FOR A FREE CONSULTATION TODAY](#)

