WAIST SHAPERZ
SHAPING UP TO BE A GLOBAL CONTENDER

“DHL gave us the confidence to expand into international markets”
Nick Singh, CEO, Waist Shaperz
For a company whose product line has to look perfect and make the wearer look that way, too, Waist Shaperz is in good shape. Founded in New York, the company has become a leading online retailer for shapewear and waist trainers – and Shape Magazine named it Best Shapewear Brand in 2016.

THE CHALLENGE

However, customers want their orders delivered quickly, and they also want to be able to follow their shipment after it leaves the company’s warehouse on Long Island, so they know how long it will take to reach them in England, France, Australia or anywhere else in the world. Too often, the carrier that Nick was using could not deliver this kind of visibility, so the majority of complaints from his customers were them asking: “Where’s my order?”

At the same time, Joe Jimmy, DHL Manager of International Sales, was doing his own kind of tracking of Waist Shaperz.

“I knew them when they were quite small,” Joe says. “At that point, when I approached them, they weren’t considering any new carrier.” However, Joe watched as the company grew.

“I would drive by their warehouse and see lots more shipping boxes outside.”

That’s when he reached out again to Nick – but Joe didn’t need to sell him on everything DHL had to offer.

“I knew DHL to be the biggest and fastest carrier for international shipping,” Nick says.

So service quality was not an issue. According to Joe: “Nick’s concern was having two different carriers – one for domestic and another for international.”

THE SOLUTION

That was a concern Joe could easily address. “I worked with our eCommerce team – they have a fantastic product,” says Joe. It was exactly what Nick needed: DHL eComm would handle his domestic orders, and DHL Express would take care of international.
THE RESULTS

Within just a few months of making DHL its shipping partner, Waist Shaperz saw its market expand while customer satisfaction levels rose sharply.

“We’ve reduced our customer complaints by 70%” says Nick. “That’s huge for us.” It would be for any business.

“My international customers receive their packages in two to three days, with full visibility of their shipments and signature on delivery, which gives me peace of mind,” he adds.

After this auspicious start, Joe took the opportunity to again sit down with Nick, and this time he made a suggestion: Now that Nick could be assured of timely and trackable deliveries overseas, why not expand those markets?

“Australia, in particular, is a great e-commerce market for U.S. businesses,” Joe says, “especially since their de minimis ceiling is high.” Goods coming into Australia must have a retail value of AUS $1,000 before any duty tax kicks in.

Waist Shaperz expanded its business not only in Australia but in its European markets as well – most notably in the UK and France. “Since we started with DHL Express, our volumes have increased by 15% to those markets,” says Nick, who is now also venturing into the Middle East.

So a company known for making waistlines slimmer is enjoying fatter profit margins that are big enough to comfortably support the approximately US$80,000 in shipping that Waist Shaperz averages with DHL each month.

All this is thanks, in large part, to Joe noticing those shipping boxes pile up outside Nick’s warehouse – and then being determined to develop a relationship with a customer that he knew would eventually benefit from what DHL could offer.