

● **Smarter, Faster, Better!**



**RUSH ORDER**  
FLEXIBLE FULFILLMENT SOLUTIONS



↓  
● **The GLS Advantage Explained**

Case Study

**GLS.**  
Parcels to People

# How GLS delivers superior speed and savings.

**Rush Order put GLS to the test—see the results of their pilot case study. Real results from a real customer!**

Rush Order is a 3PL fulfillment partner, who has been handling every aspect of the process for e-commerce businesses for over 30 years—including storage, packing, and shipping.

Over several months, Rush Order conducted a performance trial with GLS as a U.S. domestic shipping carrier. The evaluation spanned nearly 50,000 direct-to-consumer shipments, involving a group of participating clients across diverse markets. All shipments originated from Rush Order's Gilroy, CA fulfillment center—and the results were impressive!

## Results

- **On-time delivery rate:** 97%
- **Total delivery success:** 100%.  
*Out of 50,000 shipments only one package was reported missing.*
- **Transit time from Gilroy, CA to Western and Central U.S.:** 1.8 days.  
*Roughly 1 business day faster than the competition.*
- **Cost savings:** 20-30% lower shipping costs compared to national carriers.
- **Customer service:** Minimal complaints from recipients.

These results demonstrate that GLS is **equal to or better than national carriers** in key areas such as transit time, cost efficiency, and delivery success rate. Weekly performance reports revealed consistently stable results, with negligible delays and virtually no failed deliveries.

# Key Takeaways



## Smart Spending, Big Savings

GLS consistently offered lower shipping rates compared to the competition, with savings of 20% to 30%, depending on the size of the shipment and destination.



## Speed that Delivers

Transit time was another strong point with GLS, on average, a full business day faster than major carriers across many Western and Central states.



## Customers are Happy

Throughout the pilot study, customer satisfaction remained consistently high, with minimal complaints and strong positive feedback on the delivery experience.



## Visibility at Every Step

Recipients can easily navigate the GLS website and have full visibility with real-time tracking information.

Following the exceptional results of the performance trial, Rush Order has chosen to continue partnering with GLS and is actively exploring additional regions for expansion. They shared, "GLS is proving to be a reliable, cost-effective, and fast alternative to traditional national carriers, especially across the Western U.S."

"We wanted a more flexible carrier, with faster transit times, but did not want to sacrifice high-quality service. GLS definitely fit that need and delivered on all fronts!"

*Dana Madlem | CEO, Rush Order*