

CASE STUDY DeepDetectAI 

An AI-Powered Extra Layer of Protection for a High-End Fashion Brand

Three major findings. One quarter.
Millions in losses prevented.



Industry:

Luxury Fashion Retail

Shipping Profile:

High-volume domestic and international parcel + freight

Payment Structure:

Manages carrier invoice payments internally

Operational Complexity:

Store replenishment, international freight to retail locations, expedited shipments for time-sensitive merchandise

DeepDetectAI catches what humans can't.

In high-volume retail shipping environments, small operational missteps can quietly turn into six- and seven-figure exposures.

DeepDetectAI detects the earliest signals that something is awry, flagging spend and behavior that deviates from established patterns across accounts, services, weights, geographies, and billing cycles. It provides an added layer of protection against operational error, process breakdowns, misaligned service selection, and potential fraud.

In this instance, three alerts surfaced within a short review window. A spike in late payment fees, first-time use of a premium expedited service, and unexpected international freight costs. Each represented preventable exposure and, together, revealed meaningful financial and operational risk.

Case files



01: Late payment fee spike

Amount: \$102,000

Detection: DeepDetectAI identified a one-week surge in UPS and FedEx late payment fees that exceeded the brand's entire prior-year spend. An internal AP issue had caused missed payment cycles, triggering compounding penalties.

Outcome: Immediate escalation and corrective payments prevented fees from compounding week over week, avoiding significant additional loss and an estimated **\$2.8M in annualized exposure.**

02: First-time use of UPS 2Day AM service

Amount: \$20,300

Detection: DeepDetectAI flagged the first-ever use of UPS 2Day AM service on the account, with spend far exceeding other service levels and cost per package significantly higher than 3Day and Ground alternatives.

Outcome: Service selection rules were restructured to limit AM services, reducing unnecessary expedited spend and strengthening shipping platform controls.

03: Incorrect International freight service selection

Amount: \$20,800

Detection: A spike in FedEx International Economy Freight was detected despite the service never having been used previously. The shipping department had selected a higher-cost service in error.

Outcome: Platform restrictions and internal controls were implemented to prevent future mis-selection across domestic and international shipments.

Total impact

- The detected issues added up to **\$143,100 in a single time period**
- Late fee exposure alone projected at **\$2.8M if left unchecked**
- Ongoing expedited service misuse could have driven **six-figure incremental annual spend**

What began as three anomalies ultimately drove tighter operational oversight, stronger cross-functional accountability, and a more resilient shipping strategy.

Control costs. Gain clarity. Ship smarter.

Get Started