



# Let's make *ship* happen

The Bob Go checklist  
for this peak season.

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# General shipping

To schedule daily collections during the busy season, send a request to the Bob Go support team by 24 November 2025.

Determine if and when daily truck collections are required and book as necessary with the Bob Go support team at least a week before BFCM.

Book regular once-off truck collections with the Bob Go support team 24 hours in advance.

Review the delivery partners' [insurance policies](#) and [terms and conditions](#) well ahead of time.

Ensure you always print and have the driver sign a proof of collection. This will come in handy should you have any queries on late/missing parcels.

Always use a Bob Go-generated waybill for accurate tracking.

Confirm the correct [returns](#) processes to customers without a printer. Clearly communicate your returns policy to customers before purchase. Use Bob Go's returns management features to streamline the process. Consider offering easy-to-print return labels to improve customer experience.

Only fulfill your parcels once they are packed to ensure that the parcels are ready when the driver arrives. This is where picking and [packing slips](#) come in handy!

It is important to send all queries to the Bob Go support team, not to the couriers directly. Let us escalate and handle queries on your behalf.

Please make use of the correct channels to contact our support team. If you have any questions, complaints or queries, send them to our support team so that we can look into it.

**NB:** Clearly communicate potential delivery delays to customers, especially during peak seasons. Update your website, order confirmation emails, and other customer touch-points with realistic delivery timeframes to manage customer expectations effectively.



# Packaging

Always ensure the correct waybill is on the right parcel to avoid any delivery mishaps.

Order delivery partner [stationery](#) well ahead of time and make sure you're ordering from the correct delivery partners, based on who you're shipping with. Plan for increased demand during peak seasons and order extra to avoid running out.

(Note: WumDrop does not have stationery)

Make sure you have enough packaging for the busy season and ensure that your [packaging](#) is good enough to withstand the rigours of transportation. This could save you time and money with claims for damaged parcels.

Remember to use fragile stickers if required. These can also be ordered from the couriers (might incur additional charges).

Proper packaging minimises damages during shipping, protecting products from handling and transit conditions. Well-packaged items enhance the customer experience and reflect your brand's commitment to quality. Check out the [Packaging playlist on Youtube](#) for tips on optimising your packaging strategies.





# Using Bob Go

Ensure that the correct contact information is added or updated on your merchant account for all delivery partners and system communication. [Bob Go account details](#).

Bob Go account details Account limits should be reviewed and increases must be requested by 21 November 2025.

Make sure that your [tracking notification](#) settings are set up correctly.

Set up and check your predefined parcels to speed up your fulfilment processes. Review your custom packages and ensure that the correct dimensions have been added, as this can affect your shipping charges. (Note: your default package size will be used to determine the rates displayed at checkout for dynamic or courier rates).

Always check parcel quantities before fulfilling! If the order requires more than one parcel, ensure that you [add additional parcels](#) during fulfillment.

Double check and [geocode](#) delivery addresses before you fulfill to avoid delivery mishaps.

If you are using [dynamic rates](#), make sure that high risk areas and high surcharges are catered for.

Update the delivery times displayed at [rates at checkout](#) to match the extended delivery timelines provided by Bob Go. (ie. express = 2-3 days)

Make sure you are on the right [plan](#)! If you require additional features, like dedicated support, remember to upgrade your plan.

To speed up your fulfillment processes, scale your shipping and make use of the [bulk tools](#) functionality.

Make use of [manifests](#) as proof of collection for multiple shipments to ensure faster collections.

Use [partial fulfillments](#) to fulfill the items you have in stock to get order out faster.

Make use of the rule engine to apply liability cover to your orders when they are created on Bob Go. Other automations we recommend are setting predefined parcels, courier service level selections, and tagging orders and shipments.

Familiarise yourself with Bob Go's shipping analytics tools to optimise your processes.

Regularly review shipping data to identify trends and opportunities for optimisation. Use Bob Go's analytics tools to track key performance indicators like delivery times and shipping costs. Adjust your shipping strategy based on insights from your shipping data.

Before you can use rates at checkout, you will need to enable the Third-Party Carrier-Calculated Shipping Rates feature on Shopify first. This is available to the "Advanced" and "Plus" Shopify plan holders by default.

Check the health of your shipments by using the [shipment health status](#), shown on shipment listings and the shipment details pages. Shipment health indicates whether a shipment is collected and/or delivered within the specified service level agreement time. This status can help identify problem parcels in advance and manage customer expectations.





# Sales channels

If you have a WooCommerce sales channel, ensure that the correct item dimensions are set on your products.

Make sure the correct product volumetric weights are added on your Shopify sales channel.

Take into account that if you have multiple stock locations on your Shopify sales channel, you will be charged at checkout for multiple shipments to the delivery address based on the stock origin location.

Always test and review your rates at checkout



# Peak season preparedness

Inform customers about potential delays due to high demand, ensuring they have realistic expectations for their orders.

Introduce local pickup or designated pickup points to provide customers with more flexible delivery choices during peak times.

Enhance your shipping efficiency with [Bob Box](#) via Internet Express, which offers delivery to lockers to ensure better successful delivery rates the first time.

If you are unsure of any Bob Go features or would like to improve your knowledge of the platform, attend the BFCM webinar on 14 November 2025.

 **LIVE SOON**

## Let's make *ship* happen

Your roadmap to a smoother peak season



**14 November 2025**  
10h00 to 11h30

**Register today**

**Riaan De Klerk**



**Business Development Manager**



