

CASE STUDY

SpyGuy Found Freedom & Pain-Free Fulfillment With ShipHero

SpyGuy.com was founded in 2014 to make the world of spy gear and surveillance equipment a little less murky for the general public. In the past 7 years, it has grown quickly from a second bedroom operation to a 7 figure business. After a disastrous, early partnership with a different 3PL, SpyGuy and their team of five employees were managing to fulfill all of their orders themselves. This often meant running to the post office everyday as the mail carrier often forgot to show up. It was obvious that in order to maintain the business' revenue, and get some balance back in the founder's life, SpyGuy needed help in the area of fulfillment.

Enter **ShipHero**. With our end-to-end outsourced fulfillment solution, we were able to immediately alleviate SpyGuy's problem of unreliable carriers, reduce the number of shipment errors and give SpyGuy Founder, Allen Walton, back his freedom.

A Crash Course in Multiple Crises

Allen Walton is the sole owner of SpyGuy and was doing a lot of the everyday legwork, including runs to the post office. While he had a full-time shipping and receiving employee, he realized that errors were wreaking havoc on his profit margin and hurting his customer satisfaction. Then in very quick succession one of his long-term employees disappeared and his shipping guy gave three weeks' notice.

"It was probably the lowest point in the company's history," Allen Walton said. "I really needed to figure this out." After running the numbers, Allen decided to reach out to Aaron Rubin, ShipHero's Founder & CEO. They were already "Twitter friends," and belonged to the same online community, eCommerce Fuel. "I was just really impressed with what he'd built," Walton stated.

"I had an onboarding call with Andrea at ShipHero and I was super impressed," Walton said. "I looked at pricing and it made sense." Walton was also ready to go fully remote, and let go of his office lease, and didn't want the headache of hiring more shipping and receiving employees.



Unbeatable Customer Service Makes ShipHero a Dream

Establishing a relationship with ShipHero has provided Allen with the freedom he was looking for - especially giving him more time to spend with his family. He credits a lot of this to the awesome customer service and intuitive software.

“Customer service has been extremely responsive. The software, the onboarding, the customer service, everything is really great,” Walton said. “The software makes it a no-brainer. It’s so intuitive, and everything we need is in there and it all makes sense.” And maybe most importantly, eliminated the need for daily runs to the post office with piles of packages.

He did evaluate other possible options before choosing ShipHero, but had heard so many “horror stories” that he decided to trust his own instincts and selected ShipHero to get the job done.



Allen Walton
Founder of SpyGuy

Smooth Sailing into the Future

Walton sees the relationship between ShipHero and SpyGuy staying the same as we move into 2022. While there are currently no larger plans in place, Walton is just happy to have a solution that works, relatively on its own, and the option to turn the fulfillment processes over to ShipHero Fulfillment.

ShipHero has been able to seamlessly absorb SpyGuy’s shipping and fulfillment tasks, making it a win-win partnership all the way around.

How Can ShipHero Work For You?

To find out more about ShipHero’s end-to-end fulfillment solution, contact us today to set up a demo [HERE](#) or email us at hello@shiphero.com.

