WHAT IS THE PURPOSE OF AN AGGREGATOR?

WHAT IS A SHIPPING AGGREGATOR?

A **shipping aggregator** acts as a unified platform that connects businesses with multiple courier and logistics service providers through a single interface. Instead of managing individual courier contracts, rate cards, and integrations, companies can access everything in one place. The primary purpose of a shipping aggregator is to simplify logistics operations while improving efficiency, cost control, and service reliability for businesses of all sizes.

SIMPLIFYING MULTI-COURIER MANAGEMENT

One of the main purposes of an aggregator is to eliminate the complexity of working with multiple courier partners separately. Businesses often struggle with different dashboards, billing cycles, pickup processes, and support teams.

An aggregator centralizes these operations, allowing shipments to be managed, tracked, and monitored from one system. This consolidation reduces administrative effort and minimizes errors caused by manual coordination.

WHY USE AN AGGREGATOR?

- **Operational Efficiency:** Automated order syncing from stores (Shopify, WooCommerce) directly to the shipping dashboard.
- **Wider Reach:** Access to a combined network of 25,000+ pin codes across India by leveraging different strengths of various carriers.
- **Cost Optimization:** Instant rate calculators allow sellers to choose the cheapest or fastest partner for every specific package.
- **Risk Mitigation:** If one courier faces a strike or operational delay, the seller can instantly switch to another partner with one click.

KEY FEATURES & TECHNOLOGY

- **Unified Dashboard:** One screen to track forward shipments, returns, and NDRs (Non-Delivery Reports).
- **Branded Tracking:** Custom tracking pages and automated SMS/WhatsApp alerts to enhance the customer's post-purchase experience.
- **COD Management:** Centralized handling of Cash on Delivery (COD) remittances, often with "Early COD" options to improve seller cash flow.

AGGREGATORS AS A GROWTH ENABLER

The overall purpose of an aggregator is to support business growth by making logistics simpler, smarter, and more scalable. A **shipping aggregator** like Shipdaak enables sellers to focus on sales and customer experience while logistics complexities are handled through a single, efficient platform. By combining cost efficiency, operational control, and delivery reliability, Shipdaak helps businesses build a strong and sustainable shipping foundation.

www.shipdaak.com