

POST-PEAK SHIPPING AUDIT CHECKLIST

for 3PLs and Shippers

How to Use This Checklist:

- **Define your peak window (exact dates)**
- **Choose a baseline comparison period (non-peak month)**
- **Segment data early (by channel, service level, region)**
- **End with decisions (what you'll change, owner, deadline)**

1. Shipping Volume Flow and Capacity Review

- Review forecasted vs. actual shipping volume by day and week
- Identify volume spikes tied to promotions, channels, or seasonal events
- Analyze peak-to-average shipment volume patterns
- Document backlog indicators or recurring cut-off pressure

Note: Focus on spike days, not just average days

2. Carrier Performance Review During Peak Shipping

- Compare on-time delivery performance to non-peak baselines
- Identify primary delay drivers (weather, capacity, misroutes)
- Analyze regional or lane-level performance variance
- Review cost-to-service tradeoffs by carrier and service level
- Document pickup failures or rejected capacity during peak

3. Shipping Exceptions and Disruption Analysis

- Track exception volume by type (delays, damages, addresses, failed deliveries)
- Calculate cost impact (surcharges, reships, service effort)
- Identify exception concentration by carrier, lane, or service level
- Measure time-to-detection and time-to-resolution
- Prioritize top 2-3 exception types by cost and customer impact

4. Customer Experience and Service Impact Review

- Analyze volume and timing of WISMO inquiries
- Track shifts in CSAT, NPS, or qualitative customer feedback
- Identify common complaint themes tied to delays or exceptions
- Review refund, reshipment, or adjustment trends
- Compare customer response times during peak to baseline

5. Shipping Technology and System Stability Review

- Document carrier API or EDI error frequency during peak
- Review manifesting or rate-shopping delays
- Assess tracking event consistency, latency, or missing scans
- Evaluate system response time or processing slowdowns
- Prioritize top 1-2 failure points that caused most disruptions

6. Shipping Cost and Margin Exposure Audit

- Calculate cost per shipment or order by channel/service level
- Analyze frequency and impact of dimensional weight and accessorial fees
- Identify long-zone or high-cost shipment patterns
- Review surcharge and accessorial cost concentration by carrier
- Assess return-driven shipping cost increases

7. Post-Peak Action Planning and Next-Season Readiness

- Update forecasting assumptions based on peak performance
- Adjust carrier allocation or service-level rules
- Identify packaging or dimensional optimization opportunities
- Build scenario models for volume, cost, and routing changes
- Update contingency plans for weather events or carrier constraints