



## 300% increase in orders? No problem for Proshop and nShift

“It’s about reliability and it’s about flexibility – and that’s where nShift delivers.”

“With nShift, there is zero downtime... This makes it a no-brainer.”



Ronnie Stormfeldt

Head of Logistics

Proshop



## Key Takeaways

Black Friday is a huge logistical challenge for Denmark's largest online retailer, Proshop, with customer orders almost quadrupling overnight. Thanks to nShift, they have a delivery management system that is flexible enough and reliable enough to cope.

## Challenges

Super-fast delivery is one of Proshops's trademarks and a key factor in the company's lasting success and customer experience. But living up to that promise during seasonal peaks can be a real challenge. For the last five years, the Proshop team has been working closely with nShift to develop scalable delivery management solutions capable of meeting the huge increases in customer demand experienced from Black Friday through to Christmas.

## Results

- Zero downtime: "It's like you have a team behind you who are constantly doing all the upgrades and keeping everything going. This makes it a no-brainer."
- Flexibility: "Before using nShift, we had direct links to our carriers, which were APIs. But creating and enhancing those links was time-consuming. With nShift, it's easy. We don't have to spend any time coding ourselves. We just say, 'We need a new carrier link so we can expand into this country,' and it's done."

**Solution**    [DeliveryHub](#)

