

CUSTOMER STORY | LUCKY FEET SHOES

How Lucky Feet Shoes improved manual intervention by 90%.

With ~43% shipping label cost savings against UPS comparison quotes.

THE RETAILER

Lucky Feet Shoes is a Southern California footwear retailer focused on comfort and fit. Its online fulfillment operation depends on stores and the central team working together.

THE CHALLENGE

Preparing labels, emailing stores, and coordinating shipments took 2-4 combined staff hours every day. Before Sqquid Commerce, 100% of orders needed some form of manual attention.

> **“Preparing labels, emailing stores, and coordinating shipments used to take 2-4 staff hours a day. With Sqquid, it takes less than one.”**
>
> **Chris Clayton**
> **Warehouse & Inventory Manager, Lucky Feet Shoes**

USES

Order routing, store fulfillment queues & order visibility

IMPACT

~43%
shipping label cost savings
Against same-service UPS comparison quotes.

~90%
improvement in manual intervention
100% of orders needed attention before; approximately 10% now.

95%
same-day dispatch
Up from 75% before Sqquid Commerce.

<1 hour
daily preparation & coordination
Down from 2-4 combined staff hours per day.

Shipping label cost savings of ~43%.

Lucky Feet Shoes achieved shipping label cost savings of approximately 43% against same-service UPS comparison quotes in the analyzed sample. Reduced rates were introduced shortly after onboarding with Sqquid Commerce; a recent retrospective comparison quantified the advantage at 42.88%.

Already saving tens of thousands of dollars every quarter.

Clear queues. Less coordination.

Sqquid Commerce automated assignment and routing, while each store took responsibility for its own queue. The central team gained visibility into pending orders to follow up with stores when an order sat too long.



Photos: Lucky Feet Shoes. Fitting and foot analysis.

THE TEAM'S EXPERIENCE

Customer service representatives now focus on pending items from the prior day and recent customer contacts. Lucky Feet Shoes describes routing as its most significant upgrade.

Sqquid and Runit also made returns processing smoother. Lucky Feet Shoes describes fulfillment onboarding as easy, with straightforward navigation and workflow controls.

> **"Before Sqquid, 100% of our orders needed a manual touch. Now, only about 10% need attention, mostly because of internal issues."**
>
> **Chris Clayton**
> **Warehouse & Inventory Manager, Lucky Feet Shoes**

The results, with the baseline in plain sight.

Shipping costs, manual intervention, dispatch performance, and staff time improved. For costs and manual effort, less is better.

MEASURE	BEFORE	WITH SQQUID	IMPROVEMENT
Shipping label costs	Negotiated UPS rates	Reduced rates introduced shortly after onboarding	~43% savings vs. comparison quotes; tens of thousands saved every quarter
Orders requiring manual attention	100%	Approx. 10%	Approx. 90% improvement
Same-day dispatch	75%	95%	+20 percentage points
Not dispatched the same day	25%	5%	80% fewer (derived)
Daily shipment preparation and coordination	2-4 staff hours	Under 1 staff hour	More than 50% less time (derived)

26.7%

Relative increase in the same-day dispatch rate.
The direct change is 75% to 95%, or 20 percentage points.

> **“We’ve gone from shipping 75% of orders the same day to 95% with Sqquid. The remaining exceptions are due to internal issues.”**
>
> **Chris Clayton**
> **Warehouse & Inventory Manager, Lucky Feet Shoes**

SOURCES & CALCULATIONS

Operational figures: Estimates reported by Lucky Feet Shoes on October 23 and 28, 2026. No specific comparison window, order eligibility definition, or same-day cutoff was supplied. Dispatch means carrier handoff, not customer delivery.

Shipping: Purchased EasyPost UPSDAP labels for June-September 2026 shipments were compared with same-service UPS quotes collected October 21, 2026. Refunded labels, service mismatches, and historical-rate mismatches were excluded. (Comparison quote total - purchased label total) / comparison quote total = 42.88%, rounded to ~43%. Sqquid confirms the early implementation and ongoing quarterly savings; the export measures the sample’s percentage advantage, not each quarter separately.

Other calculations: Manual attention: (100% - 10%) / 100% = ~90% improvement. Dispatch: 95% - 75% = 20 points; 20 / 75 = ~26.7%. Non-same-day: 25% to 5% = 80% fewer. Under one staff hour versus the minimum two-hour baseline implies more than 50% less time on preparation and coordination, not all store labor.

Quotations are lightly edited for clarity and brevity. Photos: Lucky Feet Shoes.



IN THE RETAILER'S WORDS

"Sqquid's order assignment and routing has been our biggest upgrade. It gives us the depth we need in a system that's easy to use."

Chris Clayton
Warehouse & Inventory Manager, Lucky Feet Shoes

Give your stores a clearer path to fulfillment.

Talk with us about shipping costs, order routing, store queues, and the manual work between your systems.

Discuss your fulfillment workflow

sqquid.com

Read the full case study online