

ShypBUDDY India Pvt Limited Knowledge Base

Section 1: About Company

Address: 204, Accord Nidhi, New Link Rd, Malad, Evershine Nagar, Malad West, Mumbai, Maharashtra 400064, IN

What is ShypBUDDY? India's No.1 Trusted Ecommerce Logistics Partner offering shipping services to over 27,000+ pincodes across India. ShypBUDDY integrates multiple courier partner services into a single, unified platform.

Platform Access:

- Web Application: <https://seller.shypbuddy.net>
- Mobile Application: Currently not available (no Android or iOS app)

Streamline Your E-Commerce Integration with ShypBUDDY:

Effortlessly manage and synchronize orders from multiple eCommerce platforms in one unified system, empowering your business to scale faster and smarter. Expand Reach & Accelerate Growth: Seamlessly connect your store across channels and grow your customer base exponentially. Real-Time Order Syncing: Automatically update and track orders in real-time to stay ahead of your sales and inventory. Comprehensive Buyer Insights: Access valuable data to enhance customer experience and drive data-informed decision-making.

Powerful Analytics Dashboard with ShypBUDDY:

Gain deep insights into crucial shipping KPIs, empowering you to make informed decisions and optimize your e-commerce operations. Streamline shipping operations with intuitive visualizations and actionable metrics. Access detailed performance metrics to identify trends and opportunities for growth. Monitor and optimize shipping costs to improve your bottom line and customer satisfaction.

Optimize Logistics Workflow with ShypBUDDY:

Automate and streamline your entire logistics process, from order placement to delivery confirmation, enhancing efficiency and reducing errors. Boost productivity with efficient bulk label printing and processing capabilities. Save time and reduce errors with

automated manifest generation and management. Simplify bulk order management with intelligent courier selection, real-time adjustments, and flexible delivery options tailored to serviceability, custom preferences, or future fulfillment.

Delivery Partners

Current Delivery Partners:

1. ATS (Amazon Transportation Services)
2. Bluedart
3. Delhivery
4. DTDC
5. ECom
6. Ekart Logistics
7. Onlinexpress
8. Shadowfax
9. Xpressbees

Upcoming Delivery Partner:

- Indiapost

ShypBUDDY Leadership & Team

Vishal Sharma - Co-founder & COO Vishal is a seasoned leader with over a decade of experience in operations, process transformation, and customer service. His strong financial acumen and strategic expertise are key to driving ShypBUDDY's vision and ensuring operational excellence.

Sabirul Mallick - Co-founder & CEO Sabirul is an experienced leader in Indian e-commerce, known for his expertise in sales, logistics, and client relations. He is dedicated to transforming logistics for businesses nationwide with a focus on operational excellence.

Kalpak Dustarkar - Chief Product Officer Kalpak brings nearly a decade of experience in eCommerce, specializing in product development, data analytics, and machine learning. He leads product innovation at ShypBUDDY, driving the development of advanced logistics solutions while ensuring data security and compliance.

Ajit Virkar - Lead - People & Customer Experience Ajit is a skilled professional with expertise in customer support and human resources. His ability to manage multiple responsibilities and focus on customer care aligns with ShypBUDDY's mission of delivering exceptional service.

Krishna Shekhawat - Sales Manager Krishna is a results-driven professional with expertise in sales, logistics, and business strategy. With experience at Qxpress India, Pickrr, Shyplite, and Shiprocket, she excels in team management, revenue growth, and cross-functional leadership.

Debarshi Majumdar - Key Account Manager & Sales Manager Debarshi is a results-driven leader with expertise in sales and key account management. He achieved 100% volume growth at ShypBUDDY and scaled logistics operations at Delhivery and Nuvoex Logistics, driving the company's sales and success.

Section 2: Services Offered by ShypBUDDY

ShypBUDDY currently offers the following VAS (Value-Added Services):

1. BUDDYSHIELD – Your Ultimate Delivery Protection
2. BUDDYCONFIRM – Pre-shipment Order Confirmation
3. BUDDYSURE – Proactive Delivery Assurance
4. Customised Tracking Page – Branded Tracking Experience
5. WhatsApp Tracking Updates – Real-time Shipment Alerts

VAS1) BUDDYSHIELD – Your Ultimate Delivery Protection

What is BUDDYSHIELD: Protects against undelivered orders and Return-to-Origin (RTO) losses. A premium delivery protection service designed to reduce failed deliveries (NDRs) and Return to Origin (RTO) orders, ensuring your packages reach the customer successfully.

BUDDYSHIELD Features:

- NDR Handling (proactiveProblemSolving): In case of a failed delivery (NDR), the ShypBUDDY team contacts the customer immediately, gathers updated delivery instructions, and reschedules delivery.
- Refunds (financialSafetyNet): If an RTO occurs due to the logistics partner's fault, ShypBUDDY refunds shipping costs up to ₹200 per shipment.

- Call Recordings (transparency): If a customer refuses the package, the call recording is shared with the seller as evidence.

Benefits:

- Boost delivery success rate
- Save time chasing failed orders
- Financial protection on courier errors

Charges: ₹9 per shipment (only on scheduled pickups)

VAS2) BUDDYCONFIRM: Confirm Before You Ship, Deliver More!

What is BUDDYCONFIRM? BUDDYCONFIRM is a pre-shipment verification service offered by ShypBUDDY to reduce RTOs and ensure accurate delivery. Our team calls customers before dispatch to confirm their order and address details.

How It Works:

- ShypBUDDY's calling team contacts buyers to confirm the order and validate the shipping address before dispatch
- If required, customer or address details are updated in real-time before shipment
- Orders are tagged with statuses like 'Confirmed' or 'Not Confirmed' for complete visibility
- All confirmation calls are recorded and accessible for review by the seller

BUDDYCONFIRM Benefits:

- Drastically Reduce RTOs: Prevent address errors and unverified orders from turning into costly returns
- Boost Delivery Success: Ensure orders are shipped to valid, confirmed addresses
- Save Time & Money: Avoid failed deliveries and reduce customer service workload
- Peace of Mind: Gain confidence in each order you ship by verifying it first

Charges: ₹1.99 Per order (Automatically applied when a new order is created)

VAS3) BUDDYSURE: Ensure Every Delivery, Right to the Doorstep!

What is BUDDYSURE? BUDDYSURE is an advanced delivery assurance service by ShypBUDDY that boosts delivery success rates through proactive customer communication and real-time resolution of delivery issues.

How It Works:

- When an order is out for delivery, the ShypBUDDY team contacts the customer to confirm their availability, verify the address, and make minor adjustments if necessary (subject to logistics partner T&Cs)
- If a delivery fails, our team immediately reaches out to the customer to understand the issue, gather updated instructions, and help reschedule the delivery
- All customer calls are recorded and made available to the seller for full visibility
- Our ultimate aim is to ensure 100% delivery success for your shipments

BUDDYSURE Benefits:

- Massively Boost Delivery Rates: Prevent delivery failures through proactive communication
- Superior Customer Experience: Keep your customers informed and improve satisfaction
- Reduce RTOs & Losses: Decrease return shipments and associated costs
- Save Your Time: ShypBUDDY handles follow-ups and delivery issue resolution on your behalf

Charges: ₹3.99 Per shipment (Applied only when your shipment is scheduled for pickup)

VAS4) CUSTOMISED TRACKING PAGE: Your Brand, Your Control, Every Step of the Way!

What is CUSTOMISED TRACKING PAGE? CUSTOMISED TRACKING PAGE is a premium service by ShypBUDDY that allows sellers to fully brand and personalize the shipment tracking page shown to their customers, while also collecting valuable feedback on the delivery experience.

How It Works:

- Add your logo, custom domain or subdomain, support contact details (phone and email) to make the tracking page truly your own
- Integrate your social media links and privacy policy so customers stay connected to your brand

- Enable real-time customer feedback collection through Net Promoter Score (NPS) and Customer Satisfaction (NSAT) surveys
- Access summarized reports of customer satisfaction to make informed decisions and improve delivery experiences

CUSTOMISED TRACKING PAGE Benefits:

- Elevated Brand Experience: Make the entire delivery journey feel like a part of your brand
- Increased Customer Trust & Loyalty: Build trust through transparency and accessible support
- Direct Customer Feedback: Gather actionable insights through in-page surveys
- Drive Traffic & Engagement: Promote your brand's social platforms and retain customer attention

Charges: ₹1.99 Per shipment (Applied only when your shipment is scheduled for pickup)

VAS5) WHATSAPP TRACKING UPDATES: Engage Customers Where They Are!

What is WHATSAPP TRACKING UPDATES? WHATSAPP TRACKING UPDATES is a premium ShypBUDDY service that delivers real-time tracking notifications directly to buyers via WhatsApp, instead of traditional SMS, ensuring faster and more engaging communication.

How It Works:

- All shipment tracking notifications are sent to your customers through their WhatsApp number
- Uses WhatsApp to ensure instant delivery and better visibility of order status updates

WHATSAPP TRACKING Benefits:

- Boost Trust & Convenience: Communicate on a channel customer use and trust daily
- Higher Engagement: WhatsApp messages have significantly higher open and read rates than SMS
- Increased Customer Satisfaction: Offers a smoother, more familiar tracking experience
- Enhanced Brand Perception: Show your customers that your brand is up-to-date and customer-centric

Charges: ₹1.99 Per shipment (Applied only when shipment is scheduled for pickup)

Section 3: General Navigation through seller panel

1. Can I add Multiple Pickup/Warehouses for my single store?

Answer: Yes, you can add multiple pickup addresses on the ShypBUDDY panel.

Steps:

1. Go to the Dashboard
2. Click on the 'Pickup Address' section
3. Use the 'Add Address' button to add each warehouse or pickup point
4. Enter details like Tag Name (Warehouse Name), Contact Number, and Full Address
5. Mark one of the addresses as 'Default' to set it as the primary warehouse for shipping

Outcome: You can manage multiple warehouse locations and select your default pickup address for shipments.

Note: You can switch the default warehouse anytime based on your operational needs.

2. Can I create Reverse orders on ShypBUDDY Panel?

Answer: Yes, you can create Reverse Orders directly from the ShypBUDDY Panel.

Steps:

1. Go to the Dashboard
2. Navigate to the 'Delivered' tab
3. Locate the shipment for which you want to initiate a reverse order
4. Click on the 'Initiate Reverse Order' button

Outcome: A reverse pickup will be scheduled from the customer's location, and the shipment will be returned to your warehouse.

Note: Ensure the customer's address and contact details are accurate to avoid reverse pickup failures.

3. Does ShypBUDDY Provide Channel Integration?

Answer: Yes, ShypBUDDY provides seamless channel integration with leading e-commerce platforms to streamline order processing and fulfillment.

Supported Channels:

1. Shopify (E-commerce platform): Auto-fetch orders, Update tracking, Inventory sync
2. WooCommerce (E-commerce plugin for WordPress): Real-time order sync, Shipping label generation
3. EasyEcom (Multi-channel inventory management): Order sync, Inventory reconciliation, Shipping integration
4. UniCommerce (Omnichannel retail operations platform): Unified order management, Courier allocation, Return handling

Benefits:

- Automated order fetching
- Reduced manual effort
- Real-time tracking updates
- Faster shipping workflows

Note: Integration setup may require API credentials and platform authorization from the respective channel.

4. How to place an order from the ShypBUDDY panel?

Answer: You can place an order using the 'Create Order' button available on your ShypBUDDY dashboard.

Step-by-step Guidance:

1. Navigate to Dashboard: Log in to the ShypBUDDY Dashboard
2. Click on 'Create Order': From the Dashboard, click on the 'Create Order' button
3. Choose Order Type: Select 'Single Order Creation'
4. Select Pickup/RTO Address: Choose the pickup and return-to-origin address
5. Enter Customer Details: Fill in recipient name, contact number, and full delivery address
6. Fill Package Details: Provide item details, actual weight, and package dimensions
7. Select Payment Mode: Choose between Prepaid or COD
8. Select Courier Partner: Pick a courier partner from the available list
9. Click on 'Ship': Finalize the order by clicking the 'Ship' button

Outcome: Your order will be successfully created and processed for pickup by the selected courier partner.

Note: Ensure all details—especially address and weight—are accurate to avoid processing issues or penalties.

5. How to add a pickup address

Answer: Pickup addresses can be added directly from your ShypBUDDY dashboard.

Step-by-step Guidance:

1. Access Pickup Address Section: Log in and click on the 'Pickup Address' option on the dashboard
2. Add New Address: Click on 'Add Address'
3. Enter Address Details: Fill in the Tag Name (e.g., Warehouse), Contact Number, and Full Address
4. Save the Address: Click 'Save' to store the pickup address

Outcome: The new pickup address will be available for order creation.

Note: Always ensure the address and contact details are accurate for successful pickups.

6. How to access and manage the NDR page

Answer: You can manage failed deliveries using the 'Manage NDR' section in the ShypBUDDY dashboard.

Step-by-step Guidance:

1. Navigate to Manage NDR: Click on the 'Manage NDR' tab from the dashboard
2. View Failed Deliveries: See all undelivered AWBs with their respective failure reasons
3. Take Corrective Action: Choose to reattempt delivery, update address/contact, or initiate RTO as needed

Outcome: Reduces RTOs and improves delivery success through prompt action.

Note: Timely intervention in the NDR section is critical to reduce failed deliveries.

7. How to add courier partner preferences

Answer: Courier preferences can be set to prioritize specific partners during order creation.

Step-by-step Guidance:

1. Go to Settings: From the Dashboard, click on the 'Settings' tab
2. Open 3PL Preference Page: Within Settings, click on '3PL Preference Page'
3. Set Preferences: Choose and set your preferred courier partners based on your shipping needs

Outcome: ShypBUDDY will use your preferences to auto-select couriers during order placement.

Note: Preferences can be updated anytime based on service quality, pricing, or coverage.

8. How to check pincode serviceability and rates

Answer: Use the Rate Calculator in the ShypBUDDY panel to check courier availability and charges.

Step-by-step Guidance:

1. Open Rate Calculator Tab: Navigate to the 'Rate Calculator' on the dashboard
2. Enter Pickup & Drop Pincodes: Provide the origin and destination pincodes
3. Input Shipment Details: Add Actual Weight and Dimensions (Length, Breadth, Height)
4. Select Payment Mode: Choose Prepaid or COD
5. Enter Invoice Value: Input the shipment's declared value
6. Click 'Calculate': Review courier partners, shipping charges, and estimated delivery

Outcome: View real-time courier availability and pricing based on shipment details.

Note: Accurate inputs yield the most reliable rate estimates and partner options.

9. How to download reports from ShypBUDDY panel

Answer: Download customized shipping and payment reports via the Reports section.

Step-by-step Guidance:

1. Go to Reports Section: From the dashboard, click on 'Reports'

2. Select Date Range: Choose the desired time period
3. Apply Filters (Optional): Narrow data by payment mode, courier, or delivery status
4. Choose Report Details: Select the fields you want in the report
5. Generate Report: Click 'Generate Report' to download it

Outcome: A structured report file with filtered shipment data will be downloaded.

Note: Use accurate filters for relevant insights and avoid unnecessary data overload.

10. How to hide Pickup/RTO address in the label

Answer: You can disable the RTO address display in label settings.

Step-by-step Guidance:

1. Open Settings: Go to 'Settings' from the dashboard
2. Access Label Settings: Scroll to the 'Label Settings' tab
3. Disable Show RTO: Turn off the toggle for 'Show RTO'

Outcome: Pickup and RTO addresses will no longer be printed on labels.

Note: This setting can be toggled back on anytime if needed.

11. How to raise a complaint for Wrong Product Delivered in Forward and RTO delivery

Answer: You need to share valid visual proof within 48 hours of delivery to raise a complaint.

Step-by-step Guidance:

1. Record a Video: Ensure unboxing and prepackaging videos are taken
2. Show Tracking ID: Tracking number must be clearly visible in the video
3. Respect the Time Limit: Submit the video within 48 hours of delivery
4. Send to KAM: Share the video with your respective Key Account Manager

Outcome: Your complaint will be considered for resolution if all conditions are met.

Note: Late submissions or missing visual proof may lead to rejection.

12. How to recharge wallet in ShypBUDDY

Answer: You can recharge your wallet directly from the dashboard using various payment modes.

Step-by-step Guidance:

1. Navigate to Dashboard: Log in to the ShypBUDDY Dashboard
2. Click on 'Recharge': Find and click on the 'Recharge' option
3. Enter Amount: Specify the amount to add
4. Click 'Proceed': Click the 'Proceed' button
5. Select Payment Mode: Choose UPI, Net Banking, Cards, etc.
6. Complete Transaction: Finalize payment using your selected method
7. Wallet Updated: The amount will reflect in your wallet upon success

Outcome: Your wallet balance will be updated for order placement or dues.

Note: Ensure successful transaction confirmation for accurate credit.

13. How to track the shipment on the ShypBUDDY Panel

Answer: Shipment tracking is available via the 'Track Order' or 'Forward Orders' tabs.

Step-by-step Guidance:

1. Click on 'Track Order': Navigate from the Dashboard
2. Enter Tracking ID: Input the correct tracking number
3. Review Details: Shipment status and history will display
4. Alternative Method: Go to 'Forward Orders' and click any AWB to see tracking

Outcome: You can view live tracking updates and shipment progress.

Note: Ensure tracking IDs are accurate to avoid mismatched results.

14. Where will I find BuddyShield call recordings on the panel?

Answer: You can access call recordings under the BuddyShield section on your dashboard.

Step-by-step Guidance:

1. Click on the 'BuddyShield' tab
2. Locate 'RTO Instructed' and 'RTO Requested' tabs
3. Click to view and access the call recordings

Outcome: You'll be able to listen to calls associated with customer delivery decisions.

Note: Access may be restricted to users with specific permissions.

15. Where will I see my courier partner rates on the panel?

Answer: Courier rates are viewable from the dashboard's settings section.

Step-by-step Guidance:

1. Go to the 'Settings' tab
2. Scroll down and click on 'Click to View Rates' icon
3. View rates offered by each courier partner

Outcome: Displays all applicable rates for your account's shipping slabs and zones.

Note: Access may be role-based. Contact your KAM if rates are not visible.

Section 4: General Questions

1. How is Volumetric Weight Calculated?

Volumetric weight is used to calculate the weight of a package based on its dimensions.

Formula: $\text{Length (cm)} \times \text{Breadth (cm)} \times \text{Height (cm)} \div 5000$

Unit: Kilograms (kg)

Notes:

- Ensure all dimensions are measured in centimeters (cm)
- Volumetric weight is compared with actual weight, and the higher of the two is used for shipping charges

Example:

- Length: 40 cm
- Breadth: 30 cm
- Height: 20 cm
- Calculated Volumetric Weight: 4.8 kg

2. Does ShypBUDDY provide insurance or not?

Answer: ShypBUDDY currently does not offer an insurance facility for shipments.

Outcome: Shipments are not insured by default under ShypBUDDY.

Note: For high-value shipments, consider external insurance. You may also explore BUDDYSHIELD, a value-added protection option.

3. I want invoices for my store.

Answer: Invoices for COD remittance and billing are auto-emailed after each payout cycle.

Outcome: You'll receive invoices on your registered email after each payout.

Note: Verify and update your email in account settings to avoid missing documents.

4. My shipment is LOST, what is the next process for the same?

Answer: If a shipment is declared LOST, a refund (max ₹2000) will be processed within 2 weeks.

Outcome: The liability amount or invoice value (whichever is lower) is refunded to your bank.

Note: Ensure bank details are updated in the panel.

5. What are the COD Payment Cycle options?

Answer: ShypBUDDY offers Weekly and Early COD cycles.

Outcome: You can receive funds weekly or more frequently (subject to approval).

Note: You can choose your cycle during onboarding or by contacting support.

6. What does BuddyShield Unresponsive mean?

Answer: It refers to shipments where customers didn't respond despite 3 follow-up calls.

Criteria:

- No response after 3 call attempts
- Flagged for further seller action

Outcome: Provides visibility on unreachable customers and helps with decision-making.

Note: Helps reduce undelivered shipments and improve logistics response.

7. What is the Early COD Payment Cycle?

Answer: It is a frequent COD payout option with credits on Monday, Wednesday, and Friday.

Applicability:

- Delivered shipments
- RTO-delivered shipments

Outcome: Improves seller cash flow with quicker fund access.

Note: Eligibility may depend on seller performance and ShypBUDDY's internal review.

8. What is the liability amount if a shipment is lost?

Answer: ₹2000 is the maximum compensation for shipments marked officially as lost.

Outcome: This fixed amount is processed as per internal verification.

Note: Applicable only for officially declared lost shipments.

9. What is the Weekly COD Payment Cycle?

Answer: Payouts are processed every Friday for shipments delivered between Monday and Sunday.

Applicability:

- Delivered shipments
- RTO-delivered shipments

Outcome: Helps maintain predictable and steady cash flow.

Note: Make sure your bank account details are verified to avoid payout delays.

10. What is a weight discrepancy in shipments?

Answer: A weight discrepancy occurs when there's a mismatch between the declared weight and the actual weight measured by the courier.

Key Terms:

- Dead Weight: Actual physical weight in kilograms
- Volumetric Weight: Calculated as $(L \times B \times H) \div 5000$

Example: If you declare 2 kg, but the courier records 3.5 kg, the discrepancy is 1.5 kg.

Outcome: Courier charges are based on the higher of actual or volumetric weight.

Mismatches may result in penalty charges.

Note: Always enter accurate weight and dimensions to avoid penalties and disputes.