



# OPTIMIZED LOGISTICS FOR A SUCCESSFUL MULTI-CHANNEL STRATEGY



With ShippyPro we have been able to fulfill 98% of our eCommerce orders the same day for orders received before 2pm, serving over 2,000 stores across Europe, 3 marketplaces and 3 proprietary eCommerce, for a total of over 57,000 shipments per year.”



**Roberto Genovese**  
Logistic & Operations Manager | FABA

## BETTER WITH SHIPPYPRO

### 30%

Time saved in managing complaints, returns and operational times thanks to the reduction of errors

### 82%

Fewer suspended orders thanks to the resolution of communication problems between ERP and Couriers

### 7000 ORE

Save every year thanks to the automation of logistics flows

### Logistics Efficiency with Multi-Courier Management and Reliable Data

The search for a partner like ShippyPro for FABA was born above all from the need to optimize and centralize the exchange of information and communications that involve the entire logistics process and all its interlocutors. On a technical level, ShippyPro supported FABA in the standardization and streamlining of its shipping flows and in the management of the multiple interlocutors involved in the shipping process. Among FABA's main needs was in fact that of inserting an intermediate layer that would handle communication between logistics operators and the various partners, but also with end customers, with the aim of ensuring that everyone was constantly updated on their shipments, but also on the entire supply chain process.

With ShippyPro this is possible, its use in fact allows FABA to collect and make accessible from a single dashboard all the information coming from the couriers and to use it in real time to provide its customers with accurate feedback on their shipment and on the upcoming delivery.

ShippyPro's support for FABA was then fundamental for the analysis of the Couriers' performance and the costs imposed for their logistics operations.



ShippyPro has allowed us to reduce communication errors between ERP and couriers by 82%, avoiding or speeding up the management of exceptional shipments.

We have also optimised order preparation, making it much faster and more efficient: during peak periods we can print a shipping label every 25 seconds.”



**Roberto Genovese**  
Logistic & Operations  
Manager | FABA



## THE PROJECT NUMBERS

### SHIPMENTS PER YEAR

**52 700 K**

**+ 100 Countries served**  
(Italy, USA, UK, Spain,  
etc.)

### SALES POINTS

**2,000 stores**  
**3 Marketplaces**  
**3 Direct Ecommerce**

### INTEGRATIONS

**4 Carriers integrated via API**  
**1 printed label each**  
**25 sec in peak periods**

## Innovator of the Edu-Tech sector

FABA is a startup of the seven Edu-Tech born in 2019 with the aim of revolutionizing the education and entertainment of boys and girls through listening. The heart of the FABA ecosystem are the two audio speakers and more than 180 Sound Characters with stories, music and songs, which the child is able to recognize and choose independently. With carefully selected Sound Products offered in 4 languages FABA accompanies children in their growth path, making listening to audio content a widespread practice and becoming an ally of parents in keeping children away from screens.

Its presence in France, Belgium, Switzerland, Luxembourg, Spain and Canada today represents its international success and is the result of an omnichannel strategy that has allowed the brand to grow quickly, in which ShippyPro has played a fundamental role.

Chosen to date by over 320,000 families and with 1,400,000 Sound Characters sold, FABA in 2024 was the best-selling game in Italy for the 0-6 age group, closing the year with a turnover of 9.5 million euros.

[Contact our Experts](#)

[Get started with ShippyPro](#)