



CONVOY

JOYIN

Joyin delivers the fun with Convoy

KEY BENEFITS

- Centralized platform to quote, book, and track shipments in minutes
- Real time 24/7 self-service visibility into the status of each shipment
- 94.9% On-Time Pickup (OTP) rate with Convoy's carrier network
- Facility Ratings drive operational feedback loop; Joyin rates very highly with carriers, averaging 4.9 out of 5

ABOUT JOYIN

Founded in 2015, Joyin has grown to become one of the fastest-growing manufacturers of party supplies and seasonal products in North America. Joyin now manages a SKU catalog of 2,000+ items and launches a new product every day. In addition to direct sales, Joyin also supplies a number of large retailers including Amazon. The team at Joyin fully embodies their mantra "The celebration starts here!"

joyin.co

CONVOY SOLUTION

Convoy shipper platform

A party without supplies is just a meeting

Joyin believes there is a joy for any occasion. With thousands of seasonal products and party supplies, Joyin is dedicated to sharing this message with their customers around the world.

"Our theme always is 'the fun starts here' - we have everything you need for a party," says Phoebe Chang, National Sales Manager at Joyin. "Last year we handled more than 1800 shipments from 5 different warehouses. It was a lot for our small logistics team to handle. Working with Convoy made it easier for us to get our product where it needed to go."

Joyin & Convoy partner to deliver the fun

As a rapidly growing startup with tight deadlines and thousands of SKUs to manage, Joyin needed a freight partner that helped them gain efficiencies without losing visibility or control over their operations. "One of our biggest challenges for us in delivering our product is flexibility," says John Chen, Logistics Planner at Joyin. "We need flexibility in our supply chain. It's something most carriers can't address well and where Convoy has excelled."

As a third-party seller to major online retailers, Joyin often needs to manage short lead times. A missed delivery window could mean significant loss of sales. Joyin uses the Convoy shipper platform to get upfront pricing and book a load with only a few clicks - and within 45 minutes, on average, they have confirmation that a carrier has accepted the load.

"We have a lot to deal with and Convoy simplifies it for us. The interface is easy to use and saves us from wasting time trying to locate a carrier. Convoy sources rapidly through its nationwide carrier network. They offer us what we need to keep growing our business," says Chen.

In addition to getting loads off the dock fast, Convoy offers Joyin visibility from start to finish. Using GPS, Joyin can precisely track each shipment, and Convoy proactively alerts the team to any exceptions that may occur. "Knowing where our trucks are helps us run our business more efficiently. We can better communicate with facilities so they're ready for the driver when they arrive. When we do have an issue, we know we can get a hold of someone at Convoy easily and get the help we need."

With a carrier network 15% safer than industry average, Convoy offers Joyin the flexibility of a broker combined with the safety and quality associated with asset-based carriers. This unique combination helps Joyin give full attention to what matters most.

"Partnering with Convoy has allowed us to focus on our business and find ways to bring more joy and more fun to our customers," says Chang.