



# Giving Stars Microelectronics the Shine it Deserves

## Challenge:

Stars Microelectronics Logistics Manager Saranya Soyluang and her team of six struggled to keep up with a surge of online orders and administrative paperwork when the business expanded globally.

The company's logistics team ran into a bottleneck when shipping products below the U.S. de minimis threshold of USD 800: to ensure shipments could enter the U.S. smoothly, they had to create hundreds of individual shipments a day. The high volume of shipments inevitably led to many hours spent preparing customs documentation and increased risk of mistakes.

The requirement to prepare two labels: one with a unique barcode tailored to each customer, and Stars Microelectronics' own UPS shipping label, also meant frequent package mix-ups. Customers would often receive the wrong package and have it sent back, leading to customer dissatisfaction, delays and productivity loss.

## Solution:

- UPS delivered a customized consolidation shipping solution for a more efficient customs clearance process at both origin and destination, while saving cost and time.
- UPS's Worldship® software seamlessly integrates with Stars Microelectronics' business systems to streamline high-volume shipping, saving the latter as much as six hours a day from managing individual shipments.
- Custom UPS shipping labels designed with extra space allows Stars Microelectronics to print customers' barcode data directly onto the same label, simplifying package preparation and reducing risks of errors and mis-delivery.

## Working towards common goals enables Stars Microelectronics' to improve its supply chain competitiveness and overall productivity.

Stars Microelectronics, an electronic manufacturing services provider based in Thailand, delivers electronic products, medical devices, and other technological equipment to meet the demands of the dynamic high-tech industry. Dealing with increasingly fast-paced orders from around the world, Stars Microelectronics looked to UPS to help resolve their shipping problems, improve customer service and increase operational efficiency.



## Tailored and Innovative Solutions Overcome Complex Challenges

UPS's customized shipping solution helps Stars Microelectronics eliminate high costs and inefficiencies by enabling them to consolidate multiple shipments that are cleared by Thai customs as a single shipment with only one export document prepared. Upon arrival at the U.S. border, UPS is able to break the consolidated shipment back into individual shipments that are tax exempt. Instead of six employees preparing shipments for a full day, now one employee is able to complete the same task within a morning, reducing more than 85% of man hours. This results in significant cost savings, streamlined customs process and fewer errors, which eventually leads to greater customer satisfaction.

UPS Worldship® allows Star Microelectronics to manage its shipments, print customized package labels and generate required customs forms – all from a single platform. “Instead of sitting in front of the computer, our employees are automatically alerted to the delivery and pick-up times of the shipments, significantly improving the team's productivity,” said Saranya.

Customized shipping labels enables Stars Microelectronics to combine its shipping label with a customer's unique barcode, eliminating the need to print and match two sets of labels. This helps employees to significantly reduce the frequency of labeling mistakes arising from human error (from one or two times a month, to one or two times a year), further strengthening Stars Microelectronics' reputation for timeliness and quality.

## Annual Savings of Over US\$60,000 and 3,000 Work Hours

With all of UPS's solutions in effect, Stars Microelectronics is able to redeploy its financial and human capital resources towards maintaining its core business. UPS is a trusted partner in Stars Microelectronics' goal to reduce cost and time, positioning Stars Microelectronics for business growth and success.

“We pride ourselves for our drive to continually improve our service competency to as to achieve customer satisfaction,” said Saranya, Logistics Manager of Stars Microelectronics. “With UPS, our team can commit themselves to first-rate quality and speed in a world of rapidly changing technology.”

