

# ENHANCING DELIVERY OPERATIONS ACROSS DIGITAL CHANNELS



We found in ShippyPro a fast, scalable solution for optimizing global delivery operations across digital platforms.”



**Enrico Ruzza**  
Product Owner | Rossignol Group



## BETTER WITH SHIPPYPRO

**15%**

Decrease in Customer Care inquiries

**50%**

Reduction in Carrier-integration costs

**12.000**

Returns managed annually by ShippyPro

## A Premium Digital Experience for a Sportswear Icon

Choosing ShippyPro enabled Rossignol to extend the same high-quality, pro-shop service to its online channels. Faced with technically advanced products, the brand's goal was to replicate that premium, expert-level experience on the web. In 2023, as a new digital player, Rossignol adopted ShippyPro's solutions to accelerate industry best practices and expand across additional channels. By July 2023, its site had migrated to Salesforce Commerce Cloud and its returns process was fully automated.

In April 2024, Dynastar-Lange—a sister brand within the Rossignol Group—launched its transactional site, and both brands introduced a convenient return pick-up option, allowing customers to schedule collections online or via Customer Service. By May 2025, the Group had also expanded into France through a partnership with VeePee. In the coming months, ShippyPro will integrate carrier pick-up points directly into the checkout flow to boost conversions. Looking ahead to 2026, the Group aims to implement a fully omnichannel strategy, empowering customers to manage shipments and returns seamlessly from any physical store.



Thanks to ShippyPro, returns are now handled through an automated process—boosting efficiency and minimizing the impact on Customer Care—and deliveries feel truly premium thanks to the integrated carrier pick-up-point map. Our ambition was to replicate online the same high-level, expert service experience that customers expect in our physical pro shops.



Enrico Ruzza  
Product Owner | Rossignol Group



## KEY PROJECT NUMBERS

### SHIPMENTS PER YEAR

> 70.000 K

in 30 + countries across  
Europe, North America  
and Asia

### SELLING POINTS

8 Pro-Shops

2 ecommerce (Rossignol and  
Dynastar-Lange)

3 marketplaces

### INTEGRATIONS

3 Carriers

Delivery Points for ecommerce –  
planned in 2025

## The benchmark in mountain sports excellence

Rossignol is the iconic mountain sports brand. Aimed at all enthusiasts, whether amateurs or experts, it offers products – equipment, clothing, accessories – for alpine skiing, nordic skiing, snowboarding, biking, trekking and trail running. The group offers a wide range of proprietary brands including Rossignol, Dynastar, Lange, Look, Kerma and Risport.

As a multi-season and multi-activity experience of living the alpine dream to fully embrace the mountains lifestyle experience, in FY 2024 it recorded 372M euros turnover.

Its presence in France, Italy, Germany, Austria, Switzerland, United States 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.

Aiming to become an all-year sports mountain brand, we also face the challenge of crafting a distinctive user experience across the winter sports equipment and softgoods categories.

Contact our Experts

Get started with ShippyPro