



Company Profile

A freezer company had kept their RFP process for LTL in house since the company's inception. Recently, however it seemed they were not getting any significant enhancement from the bi-annual RFP process. Furthermore, it seemed their pricing structure was getting more complicated and harder to understand. They decided to investigate going outside their four walls to determine if they could get a better process installed.

The company decided to take a sales call from Simplified. It was quickly apparent they did not wish to share company information on client's distribution. Furthermore, the freezer company had unusual freight characteristics that would provide challenges to the asset based LTL carriers.

“ *if you can align your business philosophies with a similar logistics partner, the ground work for enhancement is tremendous. Many times, logistics companies are good at the specific elements of the procurement process that large private companies lack.* ”

The Issues

1. RFP process for LTL in-house
2. No enhancement from RFP process
3. Pricing getting too complicated
4. Hard to understand processes

Opportunity

Simplified Logistics took a two-step approach to determine if they were the right LTL third party logistics company for the freezer company. The first step was data collection. We signed off on the company's non-disclosure and agreed to a modified analytics template to gain trust of the freezer company. From this, we uncovered a multi-faceted pricing program that needed to be consolidated into an easy look up and rate solution for the traffic department for the freezer company. The second step was to streamline the bid process to LTL based carriers that the client preferred to use. We were able to bring those carriers to a least-cost basis and streamline the accessorials for the freezer company. This now provided the customer service, purchasing, and transportation departments to work off the same platform for organizational congruency.

The Simplified Solution

The freezer company was able to pick the carrier base for outbound and inbound distribution and they were able to gain visibility to their costs like never before. Now they report on movements by division, returns, and costs per part and other metrics that were not possible before. More importantly, they have accomplished these goals without one dollar of capital outlay on their side to build such a program.