

THE THREE TS TO ENSURING SUPPLY CHAIN SUCCESS

By Paul Williams, Logistics Director,
Priority Freight



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Making the supply chain a success is extremely important for all involved. To achieve this purpose is often complex and dependent on a number of factors.

However, if you look at these factors in more detail, you can narrow them down to the three Ts: *trust, time and transparency.*

★ Trust

Clearly, a massive driver in supply chain success is trust. This depends on a number of elements that make up and encourage trust between the supply chain partners. A starting point for building this trust is in creating a robust partnership with your logistics provider. If you are receiving an efficient, flexible and reliable service, an open and collaborative relationship is a natural step.

Supporting this is the competence to meet the client's commitments. This can also be broken down into three areas. Firstly, '*specific competence*', which is trust in your logistics partner's experience or niche area. Secondly, '*interpersonal competence*', which is their ability to work with your business and its requirements. Finally, '*business sense*', which addresses their comprehension, wisdom, and common sense.

Simply put, you have to have confidence that the logistics solution required can be provided effectively. This might mean that your procurement manager visits your provider to evaluate them and ensure that they have the facilities, people and knowledge to carry out the contract.

For us at Priority Freight, we pride ourselves on a 99.6% delivery rate. Our success emphasises our ability to deliver for our clients.

Finally, 24/7 monitoring also plays here. Making sure you know the status and timescales, in real-time, from origin to destination builds trust further. Choosing a logistics partner that can provide transparent monitoring around the clock will help build a sense of security and knowledge, leading to a trusting relationship.

🕒 Time

Supply chain success depends on agility and speed in dealing with complex, urgent logistical challenges. You could say the magic formula is time versus speed versus distance. Or put it another way:

$$\frac{\text{DISTANCE IN KM}}{\text{SPEED IN KM/H}} = \text{TIME}$$

Therefore, to speed up your supply chain, we would need to reduce time. The ability to change these elements of your supply chain helps to make your company more agile and your supply chain successful.

A time-critical logistics specialist, like Priority Freight, can help you to meet complex and urgent international transport challenges, assisting you at every level of the supply chain. Your logistics partner will provide you with

For more information please contact: Emma Cooper, Marketing Manager **t** +44 (0)1304 828777 **m** +44 (0)7813 348875



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the vital support necessary to speed up your supply chain and keep your production line moving.

At Priority Freight, all our solutions are tailored specifically to meet the speed you require to minimise asset downtime and optimise the supply chain. Whether you are sending a small, urgent package requiring an on board courier, or a shipment of components requiring the next flight out, our dedicated team of multilingual experts work 24/7 to ensure your consignment is delivered on time and in perfect condition.

Transparency

A recent whitepaper on transparency from the University of Tennessee Global Supply Chain Institute (GSCI) says that global supply chain executives understand that sustainability brings its own set of challenges.

These include:

- The need to make rapid changes to the supply system to make them more sustainable in response to stakeholder, regulatory, and business leader requirement.
- Providing more information on products, materials, manufacturing processes, supply practices, and warehousing/distribution processes in response to business leaders' need to be more transparent with consumers.
- Changing supply systems to create safer and more sustainable products in response to new government regulations.

- And, sharing progress on the supply chain sustainability journey in a way that positively resonates with their key stakeholders. It becomes readily apparent that information transparency and communication are key to overcoming these challenges.

Priority Freight will help to make your supply chain through real-time tracking with regular milestone updates. We will give you the control and visibility you need via our integrated time management system, enabling you to use the data and KPIs to understand and predict your supply chain vulnerability and increase your agility.



If you would like to find out more about how we can help you, then please contact us for bespoke solutions to your logistical needs.

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