

# INCREASED VISIBILITY: HELPING TO KEEP CUSTOMER RELATIONSHIPS ON TRACK

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Supply chains are complicated. There are so many different and precarious elements, that one misalignment can break the chain; causing delays, financial loss and, perhaps most crucially, a loss of trust from partners, stakeholders and customers. Keeping every link in a supply chain moving, whilst coordinating consignments travelling by multimodal transports, relies heavily on a comprehensive global network of partners, as well as the ability to track and manage every stage of the journey.

Trust and confidence are crucial elements in the relationship between client and partner in any industry. In premium, time-critical logistics, particularly when dealing with complex supply chains, or helping customers to overcome an emergency, the ability to trust the solutions offered to you and the team behind them, is essential – as decisions need to be made quickly, often while under intense pressure.

When looking for fast and cost-effective solutions, every minute is precious. The relationships you build with your logistics partner really matter. Since working with a team who already understands your needs helps you to save vital time and gives you the confidence to make the right decision.

Logistic providers should consider employing a specialist customer solutions team, responsible for ensuring complete peace of mind for customers; helping them through their daily logistics challenges and providing a personalised service with swift, tailor-made solutions. Customers should know that they can speak to people who know their business, and their needs, inside-out; providing extra reassurance of a familiar, safe pair of hands, belonging to someone who will go the extra mile for them.

## First contact

At Priority Freight, this professional, frontline team is the first point of contact for our clients. Regular customers enjoy the advantage of speaking to a consistent contact who understands the pressures they are operating under. By dealing with the same people on a daily basis, the team builds a complete understanding of the customers' needs and develops trusting and effective working relationships.

## Swift response

Our customer solutions team handles new requests as they come in, responding with options for logistics solutions within just 15 minutes of the initial request.

Whilst speed is of the essence, it's also vital that the customer is happy with both the solution and the process. A part of the team's job is to ensure that the process is as simple and stress-free as possible, particularly important if the request is to resolve a supply chain emergency.

The experienced, professional team members will use their vast knowledge, along with our bespoke transport management system (TMS), to seek out the fastest, most cost-effective and reliable transport solution, ensuring that all the documentation and procedures are in place for the shipment to go ahead, without hassle or delay.

## The importance of visibility and control

For many customers, particularly those in the automotive industries, stock levels are subject to very precise controls – essential to ensure that production lines keep moving at the right pace, with minimal or no downtime.

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This means that the majority of shipments handled are time-critical. So, clients need to have total confidence that their consignments will arrive when scheduled, every time. Having the visibility that our TMS provides for both our teams and our client's teams, enables everyone to see exactly what is happening, and to react quickly if the situation changes.



#### Case study: Emergency transports

In this recent scenario, Priority Freight's team needed to react swiftly to deal with a client in distress, who requested urgent help to prevent their supply chain breaking down. Dedicated vans were loaded hourly in the Netherlands, to transport parts to the UK. Over a fast-paced five days with no let-up, Priority Freight arranged for 126 vehicles to load, transport and deliver – keeping parts in sequence and production going – and every single one arrived on schedule.

Visibility and trust is key to any successful customer-provider relationship. Without these two vital elements, processes are slowed, supply chains are broken, reputations lost, with future business opportunities jeopardised. Logistic suppliers need to make a real concerted effort to provide such visibility if they want to maintain the trust of their customers, both now and in the future.

#### Written by Stuart Stobie

Stuart Stobie, Sales and Marketing Director at Priority Freight, has 30 years' experience within the logistics industry. He has worked in a variety of roles from general management to board level in both international and domestic transport and has experience across sales, marketing, operations and customer service and most recently in specialised customer solutions.



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