

TIME-CRITICAL LOGISTICS: CHOOSING THE RIGHT EXPEDITED LOGISTICS PARTNER

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May 2017

Emergency logistics providers all offer the same basic services, so what should you consider in order to select the right logistics supplier? The difference between using 'a time-critical logistics provider' and the 'right time-critical logistics partner' can save you thousands of euros.

Achieving a successful partnership depends on numerous factors, which can be narrowed to specific areas that should be continually analysed to ensure maximum effectiveness:



Assisting at every level of the supply chain

Does the supplier provide a full range of services, that can be tailored to meet your needs? Services should range from road freight, air charter and air freight to freight forwarding, heavy loads, on board couriers and site technical assistance. Whatever your emergency, your time-critical logistics partner should add speed and flexibility to your supply chain.

A robust partner will not only be able to offer immediate assistance at all levels of the supply chain but will also be able to implement rapid changes and ensure a sustainable response to your business requirements.

In addition to the transportation, the team should apply their knowledge and expertise on supply chain practices, customs and regulations, and assist you with any warehousing or distribution needs.

Of course, 24/7 monitoring is also essential. Making sure you know the status and timescales, from origin to destination, builds a strong partnership. Choosing a logistics partner that can provide transparent monitoring around the clock will give you the control and visibility you need, leading to a trusting relationship with your provider.



Tried, tested, and trusted

In any business, the level of retained custom is a key indicator of the success of a supplier. Whilst a high on-time delivery rate on its own looks compelling, can the supplier offer sustainable procurement, complete transparency, 24/7 monitoring, and a service level agreement on its response time?

Importantly, can they provide the above whether the logistics solution is domestic, European or global. At Priority Freight, our service is underpinned by expertise and integrity at every level of the supply chain. For example, our solutions recover halting production lines, saving customers thousands of euros.

A [UK automotive manufacturer](#) experienced a moulding machine breakdown and urgently required a solution to maintain volume and avoid downtime. An alternative production line was introduced in another facility several miles away. Within 25 minutes of receiving the brief, Priority Freight had already begun positioning 35 sprinter vans and 7.5t vehicles, which were used around the clock for a 48-hour period, loading every 15-30 minutes.

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★ **Tried, tested, and trusted**

One size does not fit all in this industry, particularly when the clock is ticking. Bespoke solutions will ensure that goods are delivered on time and in perfect condition, every time.

Priority Freight has completed many time-critical challenges, from high value, fragile consignments across the globe to heavy, awkward loads that require special handling. For a **Spanish customer**, Priority Freight created a bespoke solution spanning a weekend, which saw the team transport 10 pallets of key production material from Barcelona to Japan. The distribution of weight in the aircraft and negotiating borders and customs over the weekend presented several challenges, but Priority Freight's contacts and expertise enabled delivery 24 hours ahead of deadline, saving the customer thousands of euros.

A well-connected, yet agile team with a strong network of partners is the recipe to success.



 **Speed, reliability, security**

Above all, look for a partner who is fluent in guaranteeing:

 **Speed**

Bespoke solutions that exactly meet the speed required to minimise asset downtime and optimise your supply chain

 **Reliability**

Shipments are guided and tracked from origin to destination, giving you full control at every stage of the consignment

 **Security**

Multilingual logistics experts, working 24/7 to ensure your consignment is delivered on time and in perfect condition

A time-critical logistics partner well-versed in these three areas will confidently be able to offer you the 'right' partnership to save you potential losses to revenue, protect your reputation and minimise any downtime.

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