

Logistics Provider Closes More Business, Develops Stronger Customer Relationship

Automate and Expand Global Operations

A global logistics and transportation service provider (LSP) for the chemical and process industries works with a network of carriers and provides managed logistics, third-party and consulting services to clients such as Procter & Gamble, BASF® Chemtura® and Dial Corporation. With nearly 300 employees, the company is headquartered in Connecticut and has offices in North Carolina, New Jersey and Belgium. The LSP was looking to expand its global operations and, with its international customer base growing, the company also recognized it needed to automate its contract management and pricing process.

Scalable Growth and Better Customer Service

In thinking about what the company would need to meet its growth objectives, the logistics team realized the current process itself created a clear barrier to growth because it wasn't scalable. Essentially, the team needed to manually look up contract and rate data for each new transaction. "We are expanding our business into international markets, adding new contracts and rates, and therefore needed a fully automated process that allowed us to handle more quoting without having to hire additional staff," said the company's SVP of Global Marine and International Logistics Services. Additionally, the growing company wanted to upgrade its service offerings by integrating an automated system into its own solution platform that would allow

its customers, with little or no experience in pricing, to compare full bottom-line rates across multiple service contracts on their own.

Why e2open?

After a comprehensive vendor evaluation, the logistics provider selected ocean bookings from e2open to automate its contract management process and provide its customers with flexible and competitive routing and rate options for international shipments. This web-based application manages costs, automatically generates quotes and proposals and helps companies comply with tariff filing requirements.

From Customer Service to Powerful Differentiation

The logistics provider chose a platform that would enable the company to centrally manage its ocean service contracts, describing every term with a powerful rules engine to create "calculable contracts."

E2open Application

Bookings

Integrated User-Friendly Platform

The platform looks at various options for route combinations in conjunction with potential tariffs that would apply if those routes were selected. This empowers users with little or no experience in pricing to compare full bottom-line rates across multiple service contracts, modes of transport, routings and service levels.

“E2open has enabled us to differentiate our logistics services with a powerful solution that has significantly improved customer satisfaction and contributed to growing our business internationally.”

Senior Vice President

Marine and International Logistics Services

The logistics provider also integrated the e2open ocean bookings application with its own branded platform using an XML-based application programming interface (API). This allows users to check an ocean rate stored in the e2open platform without leaving the logistics provider’s system.

The logistics team can now manage contracts and amendments centrally, maintain an approved carrier list and securely share contracted (or tiered) rates with agents. In addition, the company significantly differentiated its offerings by enabling customers to compare alternative routing options and total bottom-line costs, including base rates and all additional charges, to optimize carrier selection. The company was able to grow profit margins by applying mark-up rules and adding other value-added services such as documentation fees.

The Keys to Scalable Growth

Now the logistics provider has the tools needed to manage its contracts and pricing requests in an accurate and timely manner. “E2open has enabled us to differentiate our logistics services with a powerful solution that has significantly improved customer satisfaction and contributed to growing our business internationally,” said the SVP of Global Marine and International Logistics Services.

Since implementing e2open’s software, the company has seen several significant business benefits. First, the company is now positioned for growth because it can handle additional customers and more requests from each customer without needing additional staff. The company also now stands out in its field because it can offer powerful multi-factor search and rating engines that empower the logistics team to quickly prepare accurate rate quotes and help clients handle complex rate requests when offering differentiated freight cost proposals to customers.

The secure, centralized repository of ocean freight rates and service information equips the logistics team to compare shipping options based on cost and service parameters and ultimately optimize carrier selection for its customers. The LSP now can compare full, bottom-line shipment costs (including all applicable accessorial charges) side-by-side prior to booking, allowing the company to capture cost savings for its clients. The platform stores all quotes and details so the LSP can analyze customer trends and margins to improve performance even more as it continues to grow internationally.

About e2open

E2open is the connected supply chain software platform that enables the world’s largest companies to transform the way they make, move, and sell goods and services. With the broadest cloud-native global platform purpose-built for modern supply chains, e2open connects more than 480,000 manufacturing, logistics, channel, and distribution partners as one multi-enterprise network tracking over 15 billion transactions annually. Our SaaS platform anticipates disruptions and opportunities to help companies improve efficiency, reduce waste, and operate sustainably.

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