

Recall Logistics, Reimagined

Omni delivers speed, accuracy, and cost control for a high-volume auto recall.

CUSTOMER BACKGROUND

The customer is a globally recognized automotive manufacturer known for producing a wide range of high-quality vehicles, including cars, trucks, and vans. With a legacy rooted in precision engineering and continuous innovation, they have built a reputation for delivering exceptional reliability, safety, and long-term value to consumers around the world. Their operations span continents, with advanced manufacturing facilities, an extensive global supply chain, and a deep commitment to sustainability and environmental responsibility.

THE RESULTS



99%+ on time deliveries



100% on budget program



Zero additional personnel needed

THE SOLUTION



Omni, their logistics partner, collaborated closely with their team to design a comprehensive, end-to-end strategy. The solution included:

- Omni developed comprehensive SOPs to manage the entire logistics chain, from the plant to the warehouse and finally to the dealership.
- A centrally located warehouse was established to inventory all parts, complemented by an order management system that enabled efficient order fulfillment and same-day shipping.
- Exceptional on-time, final-mile delivery ensured dealerships received the parts promptly, allowing them to perform replacements as scheduled.
- Additionally, ongoing service reports provided insights into current metrics, showcased the program's effectiveness, and tracked the recall status, setting a new standard in carrier performance.

THE CHALLENGE

The customer faced a major part recall impacting over 100,000 vehicles across their extensive nationwide dealer network. Urgently seeking a reliable and comprehensive end-to-end logistics solution, they turned to Omni for expert management of transportation, warehousing, and inventory control of the recalled parts. The challenge required not only flawless execution to minimize downtime but also a transparent and cost-effective per-unit pricing model to ensure precise budgeting and financial oversight throughout the entire recall process.

BUSINESS IMPACT

Omni developed the solution that allowed the efficient management of the recall, without additional work or personnel from the customer. By handling the entire end-to-end process—including transportation, warehousing, order fulfillment, and reporting—Omni ensured the recall was managed seamlessly, meeting or exceeding the customer's expectations. Dedicated service oversight, real-time performance tracking, and streamlined communication helped maintain full visibility throughout the project. In addition, providing a complete cost per unit allowed the project to stay on budget, with no surprises or unexpected delays, giving the customer confidence in both execution and spend.