

Product Rollouts with Confidence

Strategic logistics orchestration enabling seamless delivery solutions



THE SOLUTION

- Participated in the customer's formal RFP process to take on distressed shipment rescue operations
- Gradually replaced underperforming carriers, taking over critical lanes and time-sensitive shipments
- Became the go-to provider for high-risk, highurgency shipments requiring immediate resolution
- Partnered closely with the customer to design and implement standard operating procedures
- Conducted regular reviews to track KPIs and ensure Omni consistently met or exceeded expectations

CUSTOMER BACKGROUND

A leading shoe and apparel company faced challenges with its existing carrier portfolio. Their logistics team faced a multitude of shipping initiatives, from routine restock shipments to high-profile projects and product launches. Timely, damage-free deliveries were crucial, especially for time-sensitive new product rollouts. However, they struggled to rectify delayed freight issues and keeping the product on the shelves and in customers' hands.

THE CHALLENGE

Persistent issues with delayed or damaged shipments continued to create situations that required their logistics team to perform heroic measures to recover their freight and ensure it delivered. These problems not only affected customer satisfaction but also led to missed release dates, expensive reshipments, and additional workload for staff. They required experts who could not only design complex delivery solutions, but a partner that could implement them efficiently and effectively.

THE RESULTS



97.3% on time service - West Coast Pool Distribution to Stores



97.6% on time service - East Coast Pool Distribution to Stores



Created Duplicate Carton program to ensure up to date visibility and accurate inventory

BUSINESS IMPACT

Omni successfully replaced several carriers, significantly streamlining the company's carrier portfolio. This strategic move not only optimized the logistics network but also enhanced overall operational efficiency. The newly integrated carrier provided reliable service, which allowed the logistics team to undertake additional project management tasks without the need to hire extra personnel. This efficiency gain was particularly evident in the management of time-sensitive shipments, where the enhanced reliability of the new carriers reduced the need for human capital to oversee SOS shipments.