



Reliable Retail Logistics Solutions for Nationwide Customer Care

Omni Logistics ensures quality, consistency, and care across every shipment supporting health and wellness.

THE SOLUTION

Omni Logistics implemented a proactive delivery model designed to strengthen communication, reduce service inconsistencies, and improve the overall customer experience.

- Created a dedicated customer support team to coordinate across markets and delivery agents.
- Proactively contacted customers before delivery to confirm details and identify potential challenges.
- Improved communication with local delivery teams to ensure smooth, damage-free handoffs.
- Integrated systems to align daily cadence calls, performance updates, and issue resolution.
- Established visibility tools to monitor delivery status and maintain consistent service levels nationwide.

CUSTOMER BACKGROUND

A growing health and wellness company needed a logistics partner capable of managing nationwide deliveries with precision and care. Rapid growth had outpaced their delivery network, creating inconsistencies that affected product quality, timing, and customer satisfaction. Missed deliveries and damaged goods were beginning to erode customer trust and brand perception. The company required a solution that could ensure dependable performance, protect its reputation, and deliver a consistent, positive experience to every customer, every time.

THE CHALLENGE

Omni's proactive delivery model and customer engagement strategy strengthened the company's nationwide distribution network and improved the end-customer experience. By combining consistent communication, real-time coordination, and dedicated support, Omni helped reduce service variability and rebuild customer confidence. The partnership quickly evolved into a trusted collaboration, supported by daily touchpoints, integrated systems, and shared performance goals that now drive ongoing improvements and long-term growth.

THE RESULTS



Improved delivery consistency and customer satisfaction



Reduced damage claims and late deliveries



Strengthened communication between customers and delivery teams

BUSINESS IMPACT

Omni's strategic routing and consolidation model helped the customer reduce overall costs while improving transit speed and visibility. By managing multiple suppliers and destinations through one coordinated network, Omni streamlined routing, eliminated redundant charges, and created a more efficient and reliable supply chain. This approach helped the customer move a higher percentage of freight via express service without added cost, while reducing handling and processing fees at destination. This resulted in faster deliveries, improved consistency, and greater control across global shipping lanes.