

Chartered Success

Dedicated air freight delivers when timing matters most

CUSTOMER BACKGROUND

This global specialty retailer is known for its strong brand identity and focus on intimate apparel, beauty, and lifestyle products. With a large retail footprint and robust e-commerce presence, the company depends on agile operations and efficient logistics to support frequent product launches, seasonal campaigns, and evolving customer demands across both physical and digital channels, ensuring consistency, speed, and responsiveness in an increasingly competitive retail landscape.

THE RESULTS



2300+ air shipments, including charter flights



4M lbs. of managed freight



100% on time service



0 damages

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THE SOLUTION

Working in close collaboration with the retailer's logistics team, Omni developed a tailored solution that ensured reliable and timely delivery. Key elements of the plan included:

- Securing two dedicated charter flights to manage the inbound volume and meet the retailer's delivery timelines.
- Coordinating all departure and arrival activities through Omni's Air Freight Operations and Import teams to ensure smooth handling.
- Maintaining consistent communication throughout the process to provide full visibility and minimize internal concerns.
- Utilizing Omni's Airside Operations Warehouse to expedite customs clearance and streamline the final-mile handoff.

THE CHALLENGE

Omni had been a trusted logistics partner to this retailer for several years, supporting a variety of supply chain initiatives. During a routine business review to prepare for the year ahead, a significant spike in shipment volume from Vietnam to Ohio was identified for the second half of January. Given the scale and timing of the increase, Omni proposed the use of dedicated charter flights to handle the demand. This solution offered greater control, minimized risk of delays, and ensured the retailer's critical inventory would arrive on schedule.

BUSINESS IMPACT

By consolidating the shipments into dedicated charter flights, the retailer significantly reduced the complexity and effort required to track multiple shipments across various transit points. With improved shipment visibility, and an increase in on-time deliveries for critical shipments, the customized solution supported the retailer's operational goals and reinforced their ability to deliver on brand promises during a high-demand period. This successful execution introduced a proven model for handling future high-volume or time-sensitive shipments, giving the retailer a reliable alternative solution to maintain and increase customer satisfaction.

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