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ABOVE & BEYOND

Customer Service Case Studies

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Rolling Out a Major Product Transition Across the Globe

For C3 Solutions, customer success equals company success. The industry leader in yard and dock management solutions eased the transition for users to a new HTML5 platform, providing exceptional support.



THE PROJECT

C3 has been preparing its customers' transition from Flash to HTML5 for almost two years. This project is unique because it touches every customer using C3's products. Everyone had to make the switch, not just those wishing to upgrade to a faster and more robust platform. The project began in 2018 and will be complete at the end of 2020.

THE CUSTOMER-PARTNER RELATIONSHIP

C3 Solutions is a supply chain and logistics optimization software firm, focused on offering best-of-breed customizable yard and dock management solutions. The globally recognized enterprise's mission-critical systems manage the yards and docks of companies across all industries. C3's clients rely on the platform's real-time visibility to keep their operations running smoothly and efficiently.

The Dock Scheduling and Yard Management Solution industry leader has been preparing to shift all of its users from its Adobe Flash product version to a brand new HTML5 platform. C3's Customer Care Team Lead, Nataly Silva—who has almost 20 years in customer service—aimed to smooth out the transition process and ensure clear communication between both parties during what was sure to be a stressful project with a firm and non-negotiable deadline (Flash Player's end of life was announced for Jan. 1st, 2021).

THE MAIN GOALS

- Ensure there are no surprises on the client's side.
- Customers would receive the necessary level of support, training, and documentation.
- Create and manage a clear and compelling line of communication, both internally and externally.

CASE 1

- A customer's transition to HTML5 didn't reach the anticipated adoption due to lack of communication and support in the initial stages of the project. They continued to use the Flash version.
- This is a problem because Flash would stop working at the end of the year, creating significant issues across their organization, leaving them vulnerable and without a functioning system.
- Nataly noticed a lack of activity on the HTML5 platform during a routine checkpoint and followed up with the client to investigate further. With additional training, documentation, and fixing any glitches, the customer began using the portal.

CASE 2

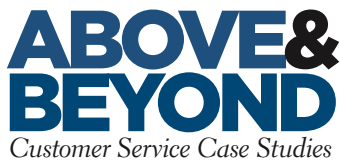
- A major retailer communicated concerns about how this transition could impact their suppliers and carriers.
- C3 realized this as a broader challenge for multiple clients.
- User Guide Packages were created to smooth out the transition for C3's customers, and provide extra support for their 3rd party suppliers and carriers. The C3 Team got to work and was able to provide in-depth support documentation and videos.

CASE 3

- At key moments throughout the project, Nataly ran surveys to determine the level of satisfaction.
- During one of these one-on-one check-ins, a particular customer voiced dissatisfaction due to a miscommunication related to the timing of a specific HTML5 module delivery.
- Without this exercise, C3 could have been made aware of this particular client's issues too late in the process to ensure they would be operating successfully on HTML5 come 2021. Thanks to this open line of constant communication initiated by C3, they could make the necessary changes and revisit the rollout strategy and timeline.

Leveraging the Customer Care team in this massive project was considered an extension of C3's product mission statement, increasing the level of visibility and communication an organization should have to operate at maximum efficiency. Thanks to Nataly and her team, who created a transparent process, C3 is proud to report near completion of this project with very few critical circumstances.

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Visit www.C3Solutions.com for more information.



Collaboration Provides Unification, Visibility, and Reporting on Key Factors

TForce Worldwide partnered with a large manufacturing client, building a system that met its needs and a unified platform that provides complex data to support better business decisions.

When an organization has a large, nationwide network, each with different software systems, methods, and management, it can be challenging to optimize the supply chain. Without integration, visibility, and the proper metrics, it is difficult to identify, let alone remedy, bottlenecks in the process. The team at TForce Worldwide understands these complexities to find a workable solution.

TACKLING A COMPLEX NETWORK

A large industrial manufacturing client was experiencing challenges with their freight payment and auditing company. They had an immediate need for this role, but took it as an opportunity to standardize and streamline network processes and make better business decisions.

With a complex network of more than 50 distributors, they had difficulty getting their goals and objectives aligned under a single platform. They had made several previous attempts to implement a single solution across their network, without much success.

RFPs were sent to a number of logistics businesses to see who would be the best partner for them. Ben Manion, owner of the TFWW Office in Charlotte, and his team put together a solution that resonated with them.

TFWW's approach centered on understanding the client's unique challenges, goals, and key factors causing them to want to make a change. Their corporate proprietary system was not being utilized for supply chain, and

with the numerous, conflicting systems and methods across their network, they needed a partner who could merge everything in one system.

A UNIFIED PLATFORM SUPPORTS DECISION MAKING

The TFWW Charlotte team held countless meetings with the client, and utilized TFWW's teams from operations, finance, and IT to build the system that met the client's needs and wants, while ensuring the solution met all systems and operational requirements. They collaborated to bring the client one, unified platform that is simple to use and provides complex data to aid in making better business decisions.

Using TFWW Connect, full system integration was recommended with their SAP. This would serve to provide them with unification from order placement through invoice payment, across their network, with the visibility and reporting they wanted.

KPI metrics were created based on touchpoints the client wanted to track in order to find where they had bottlenecks. This included reports such as "Days to Ship," which demonstrated the length of time from order receipt to shipment to delivery. This was something they were keenly interested in and had wanted to get data on for a number of years.

This solution was the result of a combination of continual communication and tremendous teamwork, especially from TFWW Charlotte. Said James Yates, VP of sales & business development in Charlotte,

"Through collaboration and partnership we implemented solutions that enabled a standardized methodology for managing all supply chain and transportation needs across the United States and Canada, provided a single point of accountability, integrated multiple IT systems while providing real-time tracking/traceability, leveraged the global spend from multiple modes of transportation to reduce cost, and reduced risk by enforcing a fully DOT compliant, certified, and insured carrier base."

OPTIMIZING PROCESSES AND DELIVERING SIGNIFICANT SAVINGS

The integration of the client's SAP system and successful conversion of their network to TFWW Connect allowed them to identify strategic locations from which to ship their product, add distribution locations in order to optimize delivery, and discover bottlenecks to improve efficiency. They have also improved their freight payment and auditing processes, providing them the ability to reposition their own assets. Best of all, the client has saved nearly \$1 million over the prior fiscal year.

Ben and his team in Charlotte have provided continued support, and their ongoing relationship with the client has helped implement new features and improvements to the system.



What Makes a Go-To Ecommerce Partner? Ask Baboon To The Moon

With command over inventory as well as every order, return and exchange in the bag, backpack maker Baboon To The Moon is over the moon about their e-commerce fulfillment partner Port Logistics Group.



THE CLIENT

Baboon To The Moon: Best-in-class adventure essentials. Go-bags made of the highest-grade materials meant to survive everything from the zombie apocalypse to that guy at the airport hurling your bag across the runway. All products come with a lifetime warranty and all packaging is made from recycled materials.

THE PARTNER

Port Logistics Group (PLG) enables established and emerging retailers to express their brands through exceptional order fulfillment, offering omnichannel logistics services including retail distribution, wholesale distribution, and ecommerce fulfillment. With a strategic mix of 6.5 million square feet of warehouse space backed by intelligent technology and automation, PLG provides the critical link between brands and consumers.

Baboon To The Moon, a rising direct-to-consumer and adventure brand and maker of fashion-forward carryalls, such as duffel bags and backpacks, tapped into the yearning for travel when it was founded in 2017 by entrepreneur Andy Person.

Challenged to keep up with demand for their colorful carryalls, the company began looking outside their space in Manhattan's garment district for help in fulfilling the crush of orders coming in and the SKUs that were multiplying as they added sizes, colors and accessories.

Baboon To The Moon needed to keep up with the demands of fast delivery. They had a brand image to protect; late deliveries or mistakes wouldn't do. As they grew, shipping had to be done right and customer service had to be impeccable.

THE BABOON TO THE MOON - PLG CONNECTION

The growing brand ultimately chose PLG for a number of reasons. Chief among them was the value they saw in PLG's technology stack powered by its scalable, proprietary ecommerce platform Whiplash.

Since starting with PLG in July 2018, Baboon To The Moon has the logistics and fulfillment structures in place to continue its to-the-moon growth trajectory. "Port Logistics Group has added value at every stage of our adventure," says Andy Person, CEO. Sales in Baboon To The Moon's first year with PLG saw more than 4X year over year growth as a new startup. Even with pandemic restrictions, Baboon To The Moon sales continue to expand rapidly since spring 2020.

As a growing brand, Baboon To The Moon needed hassle-free integrations between their

systems and those of PLG. Setting up their account and systems was as fast and furious as a rocket launch. The Whiplash ecommerce platform easily integrated with Shopify, Baboon To The Moon's shopping cart platform.

Notably, Whiplash gives the company command over inventory as well as every order, return and exchange. "Baboon To The Moon can still be hands-on with inventory, shipment tracking and customer service," said Brian Weinstein, senior vice president of business development at PLG. "On Whiplash, it's all right there in front of them in a single, friendly system."

But what put Baboon To The Moon over the moon was PLG's commitment to support the company's outsource requirements on a comprehensive basis.

PLG's connections with carriers translate to priority for delivery and negotiated discounts. The omnichannel logistics provider's vast distribution network enables Baboon To The Moon to get their products out to customers across the U.S. within 24-72 hours using the market's lowest available shipping rates.

PLG has proven to be a right-fit, scalable solution for Baboon To The Moon, saving them from capital and talent investments. For example, PLG's use of LocusBots collaborative robots in its Secaucus, N.J., fulfillment center helps streamline warehouse efficiencies, including smoothing out shipping peaks.

As Baboon To The Moon leads the new wave of conscious and connected travelers, the company can worry less about details and delegate more, knowing PLG will provide the customer experience they've built and branded.