

WHAT IF A SUPPLY CHAIN PUT YOUR CUSTOMER AT THE CENTRE?

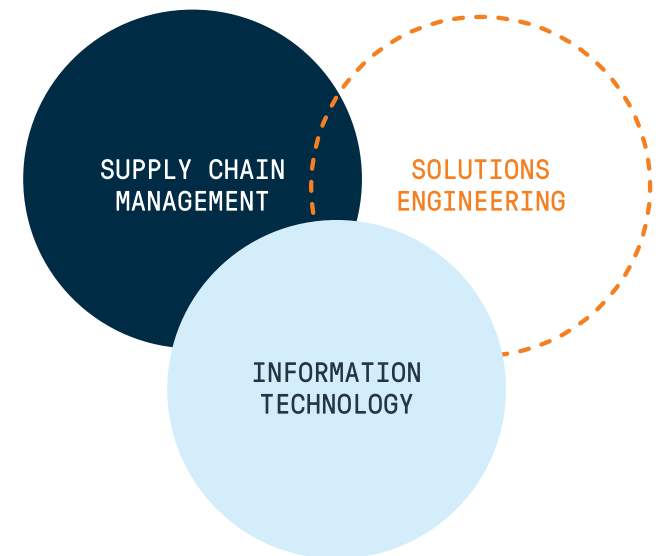
How applying white goods expertise can improve reliability, quality and overall customer experience



Through their innovation, performance and attention to detail, one of the world's leading appliance manufacturers has developed a dynamic product range, designed to revolutionise the industry.

Their commitment and dedication to customer service has been recognised in national awards and they were now looking to further build upon their success to deliver a truly tailored approach for their trade customers.

To achieve this, our customer needed a white goods delivery specialist focused on quality and reliability, that understood the requirements of the market and could deliver to their own high standards.

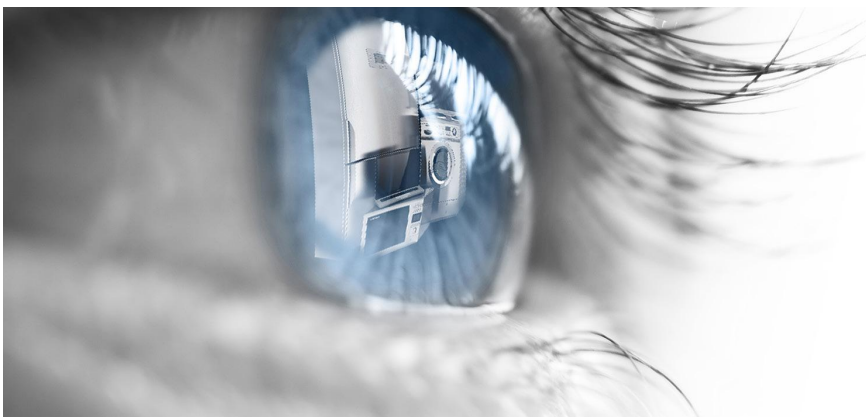


OUR CUSTOMER'S CHALLENGE

Our customer is one of the world's leading appliance manufacturers. Their dynamic product range is designed to revolutionise the industry with a focus on innovation, performance and attention to detail. They continually strive to provide the best customer service, which has been recognised in several national industry awards.

Never standing still, our customer was keen to further enhance their service. They wanted to define clear delivery profiles for their customer base to create a more bespoke solution that suited the individual needs and requirements for each market.

With deliveries to the trade sector one of their key defined profiles, our customer needed a tailored service that understood the challenges of trade opening hours, the need for regular and reliable delivery times, and the importance of the specific handling required for white good appliances. To achieve their aim, they wanted a nationwide solution with bespoke final mile delivery and complete visibility.



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THE BENEFITS

Our customer needed an appliance delivery specialist, and our dedicated white goods network and decades of experience assured them that Yusen Logistics offers exactly this.

With operations specifically designed to handle white goods, we continually reduce touch points and configure processes to completely minimise potential damage to goods.

Through our existing appliance network, we consolidate our customer's goods with other leading brands to reduce transportation costs and provide reliable delivery schedules across the nation - always in trade opening hours. This has led to an industry leading 99.4% OTIF (on-time-in-full) which, in turn, has improved end customer service levels.

Our Control Tower solution has brought complete visibility to our customer's operation. We optimise deliveries and routes with accurate schedules, live status boards and GPS tracking, to provide real-time progress updates on all deliveries and precise vehicle location. Whilst full track and trace capability allows complete serialisation tracking for all products including instant electronic POD (proof-of-delivery).

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YUSEN LOGISTICS HAVE THE EXPERTISE TO TRULY DELIVER - PROFESSIONAL, ACCOMMODATING AND COURTEOUS, AS WELL PROVIDING A FIRST CLASS OPERATIONAL SERVICE.

BENEFITS AT A GLANCE

99.4%
service
level

Minimised
damage, with
an industry
leading
0.07%

Trade
delivery
times

Improved
right first
time delivery
success

OUR SOLUTION

We have implemented our Control Tower solution to offer a transparent view of our customer's entire national operation. This allows cost-efficiencies to be realised through improved visibility, planning and optimisation.

Our dedicated white goods facility at Marston Gate offers further efficiency opportunities through consolidation with other leading brands at our cross dock operation. We combine this with

procedures specifically designed to process the handling requirements needed for white goods, and complete track and trace capability through our in-house developed software. This provides instant progress updates with bespoke reporting to suit our customer's exact requirements.

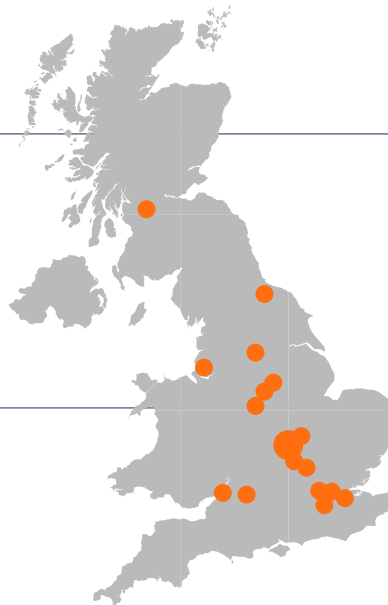
Alongside this, we have developed a tailored approach for final mile delivery which is designed to the requirements of the trade profile. Through

local depots, regular and reliable deliveries are scheduled according to nominated postcode days within trade opening hours.

With all these changes in place, we then established and agreed KPIs to inspire continuous improvement.

Our UK Depots

Operating Centres	19
Warehousing	2 million sq ft +
Vehicles	Over 400 vehicles
Employees	2000+



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OUR CLIENT WAS REASSURED - WE INVESTED IN SENDING OUR OWN PEOPLE TO THEM AND WE DEMONSTRATED THAT WE WERE INTERESTED IN THEM. WE VALUE THEIR BUSINESS AND TOOK OUR TIME WITH THEM TO ENSURE WE GOT THINGS RIGHT AND GAVE THEM WHAT THEY NEEDED. FOR US, IT WAS A NEW BUSINESS COMING ON BOARD AND WE WANTED TO GO THE EXTRA MILE.

CONTRACT MANAGER,
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