

Is it Time to Change Lanes and Move Toward a Reliable LTL Solution?

Manufacturers have multiple options for transporting goods and services which are inclusive of truckload, truckload with stop, LTL, intermodal, air, and water. In a tightening transportation market, many logistics teams are finding it increasingly difficult to do what they have always done while striving to generate revenue and grow their business.

Do any of the following describe your current logistics situation?

1. It is becoming increasingly difficult to source your truckload with stop program
2. Lack of communication and traceability are resulting in unnecessary service failures
3. Your existing LTL solution is keeping you from taking your business growth to the next level

The face of truckload with stop programs has changed significantly since the end of Q4 2013. It is due in large part to one of the worst winters in recent history across the nation. Couple this unusual circumstance with transportation acquisitions and companies going out of business, and the landscape looks quite different for truck availability for manufacturers.

In order to successfully navigate your future direction and design a well-planned solution, it is essential to rely on a true asset-based LTL provider like Witte Bros. Exchange. By doing so, you are guaranteed repeatability resulting in reliability and transparency with one carrier. Development of an exclusive LTL partnership allows the manufacturer the flexibility to create their production plan based on consistent pick-up and delivery schedules.

Carrier exclusivity with the manufacturer enables Witte Bros. to offer a direct line of communication between the account manager, operations and customer service. The direct personal interaction allows for timely response to any situation that may arise throughout transit. Witte offers web-based access to all customers so they can monitor their product from pick-up to delivery. This level of transparency and communication reduces the potential for service failures.

Many manufacturers are constricted by their current LTL solution and are unable to expand their production because transporting the product is taking precedent over manufacturing the product. A manufacturer's success in gaining shelf space is directly tied to their scorecard. In the industry, a majority of scorecards are comprised of key transportation metrics of on-time delivery and some combination of overages, shortages and damages. If your current LTL solution is not making and maintaining the grade at your receivers, it is not only costing you shelf space, it is adversely affecting your bottom lines. Several large receivers will deduct a percentage from every invoice you submit until your score card at an acceptable level.

It is becoming increasingly important to make the right choice when selecting your temperature controlled LTL partner. Witte Bros Exchange has specialized in temperature controlled LTL for over 20 years. Our repeatable program involves constant communication and complete transparency throughout the entire cold chain process. Our proven LTL program has aided hundreds of customers in their quest to improve score cards and provide additional shelf space opportunities.