

A woman with long blonde hair, wearing a white lab coat, is looking down at a tablet computer she is holding in her left hand. In her right hand, she holds a clear glass bottle containing a green liquid. In the foreground, there is a wooden tray containing several small white bottles and a larger bottle of yellow liquid. The background is a bright, out-of-focus indoor setting.

ArcBest

Personal Care Brand Gains Efficiencies with Managed Solutions

Learn how ArcBest
helped a company
overcome logistics
challenges including
manual processes and
high shipping costs.

Summary

For this national personal care brand, expert-level service is essential for shipping their products. Without proper freight management and defined processes, the company risks missed deliveries and unhappy customers — outcomes they want to avoid. Unfortunately, they've found that not every logistics provider is up for the job.

Due to the complexities associated with shipping their products, finding the right partner was critical. The company needed a provider that understood their unique service requirements and could improve their outbound and inbound freight processes. Because they had an established partnership with ArcBest LTL carrier ABF Freight, ArcBest was given the opportunity to help the company overcome the supply chain challenges their previous provider was unable to resolve.

Situation and Challenges

In 2018, the company's previous logistics provider brought on ABF Freight as the primary LTL carrier. Through that relationship, ABF became a trusted partner that understood the company's customer-first approach and took the extra steps needed to deliver a good customer experience.

Although the company was pleased with the level of service they were receiving from ABF for their LTL shipments, they weren't experiencing that same level of support in all areas of their supply chain. When discussions started in 2020 about expanding the relationship with ArcBest to include Managed Solutions, the company was facing a combination of challenges that made it difficult to meet their customers' expectations:

- ✓ Very manual process for outbound load planning
- ✓ No system for managing domestic inbound freight
- ✓ High shipping costs
- ✓ A lot of time spent educating carriers and drivers on how to handle freight
- ✓ Limited support for projects outside of their day-to-day needs

Finding a logistics provider that could significantly automate processes, reduce their transportation costs, and create efficiencies became a priority.

"ArcBest presented a really robust solution to help us overcome our challenges, and we truly had the belief that their goal was to

partner with us," the company's Senior Manager of Distribution, Logistics and Supply Chain said. "Having that longstanding relationship with ABF and knowing that they understood our business and its complexities gave us confidence that ArcBest's solution would work."



Solutions and Results

The ArcBest Managed team quickly got to work, automating processes and taking on day-to-day tasks essential for keeping the company's freight moving. The team prioritized the critical needs for outbound and inbound freight management and expanded the carrier network to provide high-level service across the supply chain.

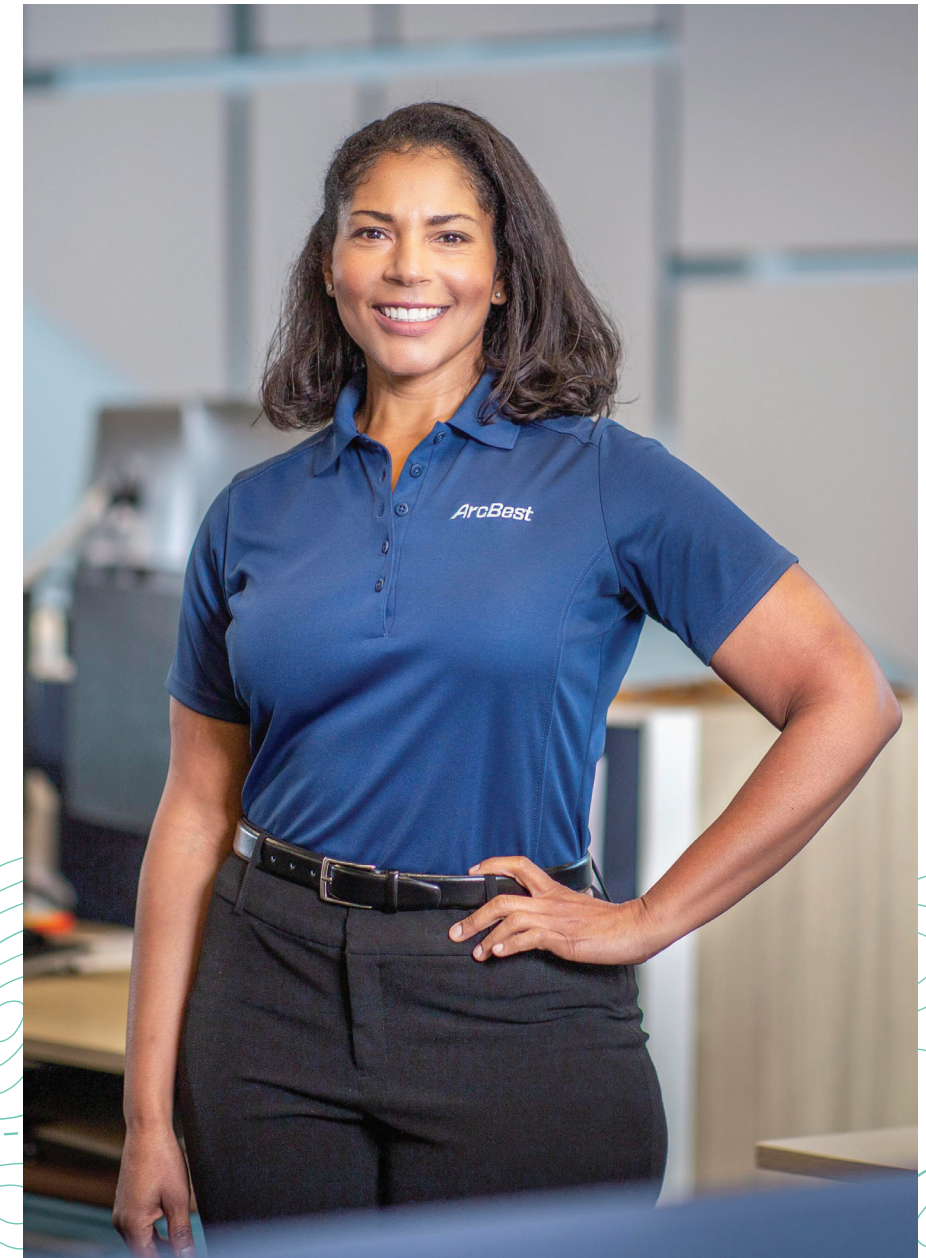
Today, the company's outbound freight is almost fully automated, and a system is now in place for inbound freight. Standard Operating Procedures have also been set for new carriers, and the ArcBest team handles communicating those needs and getting buy-in from every carrier to ensure the company receives the level of service required for their freight. Everything from integrating with their legacy platforms to allow for easy data flow, to setting clear expectations with new carriers, enables the company's team to focus their time and energy on other aspects of the business.

"ArcBest is helping our business function much smoother, and, selfishly for me, it makes my life a lot easier. Knowing that there are processes and automation in place and that those aspects of the business are being monitored by

ArcBest allows me to devote more time to improving other aspects of the business. I have full confidence that the ArcBest team understands our business and takes what we're doing seriously."

In addition to the daily support, ArcBest has also been able to help the company with one-off projects, such as a product restage initiative in late-2020. Because ArcBest is a fully integrated logistics company, the Managed team was able to secure competitive truckload pricing and manage the product restage from end-to-end.

"It's been such a productive relationship for us. ArcBest is a company that really partners with their customers and provides great service. They pretty regularly go above and beyond what is expected."



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