

Case Study

- C⁴ -

C⁴ = **C**ooperation + **C**oordination = **C**ut in **C**osts.

Coordinating and co-operating more times than not leads to a cut in costs.

Multiple transportation clients were offering similar solutions in competition with one another. Vehicles were running in tandem, on similar lanes at different times or days, with compatible loads but in ignorance of one another.

We analyzed a targeted number of carriers, their lanes, routes and customers, together with delivery service requirements and local limitations such as restricted delivery hours, to determine where harmonized opportunities lay.

These were then compared to carrier software channels and platforms to optimize information flows and load capabilities.

We led discussion with the carriers in identifying specific areas of mutual benefit to be achieved by cooperating, coordinating, linking and sharing parts of their businesses and services.

Rates, contracts and cash flows were tabled to ascertain how traffic flows could be beneficially arranged whilst maintaining customer integrity and confidentiality.

Dialog realized substantial and mutual benefit was possible. Agreement to share demand and delivery between 4 carriers was achieved leading to reduction in operating and capital cost by each.

Carrier customers were approached and shown the arrangements together with the benefits of a rate reduction for their businesses. They agreed and concluded revised and extended agreements with their carriers – benefitting all.



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Thinking Differently – Executing Quickly