

CASE STUDY

Providing improved efficiency and increased control of operations for global chemicals manufacturer

Challenge Summary

A global chemicals manufacturer needed to find a solution that would provide improved efficiency and increased control of their operations.

Services & Technologies Used

- Ocean Freight Forwarding
- Full Commercial Documentation Services
- Supply Chain Visibility
- Spot Airfreight Shipments

The Challenge

One of the world's largest plastics, chemicals and refining companies was using multiple freight forwarders and logistics providers for their European ocean exports. This resulted in a challenging supply chain process. The Company's performance is based on a dedication to operational excellence, so it was important to find a solution that would provide improved efficiency and increased control of their operations.

The Solution

An RFQ was issued by the chemicals manufacturer to major logistics providers operating in Europe, including PSA BDP.

To ensure the most complete and detailed response PSA BDP's Directors of Sales for Europe coordinated a team that included the company's Managing Director for

Europe, Country Managers and Operations Managers throughout Europe, as well as PSA BDP's Transportation team.

The key was not only providing competitive rates but also to make sure PSA BDP fully understood the client's business, processes and challenges.

"We wanted to offer the most effective and cost-competitive solution for every trade lane, along with our commitment to excellence in freight forwarding, documentation and trade compliance services.

We needed to make sure that the customer felt comfortable and confident that we could," PSA BDP's Directors of Sales said.

Service excellence

After reviewing the responses, the client decided to select a single provider for all its Europe operations: PSA BDP. "Having 20 loading locations in Europe, we decided to select a single provider to standardize our operations across several countries. One provider will allow for more efficient vendor management and coordination," the client's Procurement Manager Ocean Export said.

Why PSA BDP? According to the client there were two reasons: reputation and rates.

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Ocean Export, Global Chemicals Manufacturer



performance, the feedback on [their] operations performance during the period working with one of our business units was very good, so we knew in advance that one of the selection criteria was met: excellence in service," the client said.

"We wanted to improve efficiency in our operations. During the interviews we believed that [the team] was going to bring professionalism, forward thinking, smart solutions and an open and flexible attitude. These values were considered to be foundations to enable us to move forward."

PSA BDP also provided the best rates throughout the competitive bidding process.

"Although we are developing our own visibility system through independent tools, we always appreciate that a provider has sophisticated and up-to-date technology available to support our operations and add visibility to our supply chain, when and where we need it. [PSA BDP] has those tools," the client said.

Delivering on a promise

It is not uncommon for issues to occur during the implementation process.

When asked if his company was satisfied by the services provided, he said, "Absolutely. It was the first time for us that a logistics provider came up with a proposal for a transition and implementation plan. We mutually designed the plan and followed up with regular review meetings."

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Customer Benefits

Systems excellence to support business

Experienced staff

Forward-thinking focus

Flexibility

Proactive approach

"The process was quickly under control. The transition and implementation of the business was handled in a proper and organized way, which impressed us," he added.

What are the primary capabilities the client looks for in the selection of a transportation and logistics resource?

"Cost competitiveness, easy to work with, knowledgeable, flexible, the skills to recommend process improvements, and of course the ability to meet our needs," he said. "[PSA BDP] gives us those tools."