

# Case Study

## Retail icon gave SalSon a sporting chance – back in 1999

As one of the largest sporting goods retailers in the game, this client demands 98+% inbound/outbound on-time delivery from SalSon.

### CHALLENGE

The sporting goods industry is one tough retail playing field. While some have faltered, one retailer has found ways to survive – and thrive. As they expand into both urban areas and suburban malls, store delivery requirements pose new challenges.

*As part of a partnership that began in 1999*, this client has always looked to SalSon to adapt to meet the retailer's need for highly efficient and reliable direct store delivery.

According to their VP of Logistics & Vendor Relations, "The SalSon system *optimizes routes to maximize efficiency* throughout our entire freight transportation network."

***"SalSon's dedicated equipment and drivers are a huge asset with store delivery. Our stores love the consistency."***

### SOLUTION

What started as a client-supplier relationship has evolved into a "one team" approach between our two staffs. The team collaboratively sets priorities and addresses issues during regular status calls. Key solution elements include:

→ *Reliable morning delivery of floor-ready merchandise prior to store opening*

→ *Use of SalSon's dense freight network to fill backhauls – our client receives 70% of this revenue as a credit*

→ *Custom trailer sizes that SalSon sources specifically for this retailer*



### RESULTS

In addition to a consistent 98+% on-time delivery record, SalSon has been able to save this loyal client nearly **\$250,000 yearly** – thanks to our backhaul credit system. We've also proudly earned this company's 'Carrier of the Year' award for three straight years.

**"SalSon people are good problem solvers. We can throw out a challenge and they will come up with ideas."**

— VP of Logistics & Vendor Relations



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