

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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