



Freight Shipping Case Study

Highlights

- Sourcing additional carriers using Shipwell
- Receiving instant quotes, eliminating days of waiting for Western Industries Corporation
- Delivering delight for customers while saving money



About Western Industries Corporation

Founded in 1973, Western Industries Corporation has been creating custom designed shipping protection and crating solutions to meet the unique needs of each customer. WIC has the manufacturing and engineering capabilities to design solutions for wood, foam, paper, plastics, and other packaging systems.

Jake Spencer, Customer Service Manager and Logistics Manager, has been working at WIC for 8 years. He is a one-man team who didn't have a background in freight before WIC. "I have freight people calling me all the time," Jake mentioned about his day-to-day work. "We have our own trucks and do our own deliveries, most of the time we aren't using a third party."

The Problem: Big expectations on a small business

As more consumers do their shopping online, they become more familiar with remarkable shipping times at low visible costs. "Everything is driven by the dollar," Jake adds, "they prefer a cheap price tag over a quality product." Competing with big businesses that can guarantee quick shipping is difficult when companies like WIC will not sacrifice the quality of their services.

When demand is high and all the trucks are out making deliveries, Jake is looking for solutions to make sure the product is reaching customers in a reasonable time, regardless if they order last minute. He looks for outside help to get the products on the road to customers.

"I used to have to wait 2 to 3 days to get quotes back, but with Shipwell, rates come back fast and usually cheaper than expected."

Jake Spencer,
Western Industries Corp

The Solution: Shipwell

By leveraging Shipwell to source additional capacity for its freight, WIC is able to get all of their shipments on the road without delay and at competitive rates.

What is Shipwell?

Shipwell is a connected freight platform that is the easiest and most automated way for businesses to ship freight. It does this by connecting directly to hundreds of less-than-truckload (LTL) and truckload carriers through APIs, ELDs, and its native mobile apps, which allows it to provide real-time quoting, booking, and tracking of freight shipments with either our carrier relationships or yours.

HOW SHIPWELL HELPS

The “Total Package”

Jake says he went with Shipwell because it was the **“total package”** when it comes to dealing with logistics. “I used to have to wait 2-3 days to get quotes back, but with Shipwell, rates come back fast and usually cheaper than expected.” He enjoys using the platform while still getting to talk with his representative whenever he needs.

Find Additional Carriers Quickly

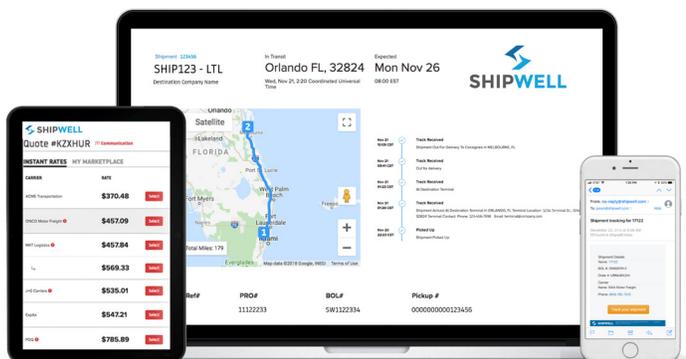
“When we are over capacity, we reach out to Shipwell,” Jake states. “I started using De Ana [Customer Service Rep at Shipwell] to get some of our shipments on the road, and she has never done me wrong.” He says using the platform makes scheduling shipments and getting rates so much simpler, especially on busy days. **“If I’m ever swamped at work, I just shoot her a text and she takes care of all my needs.”**

Deliver Customer Delight

With Shipwell’s massive carrier list, WIC was able to get all of their extra shipments covered quickly so customers would be happy and the manufacturing plant wouldn’t be backed up with orders. “People want everything faster, and they order last minute,” added Jake. Now they can meet customer expectations and still deliver a high-quality product.

Western Industries Corporation is planning on giving Jake a few more employees this year to help out with the demand, and they plan on continuing to stay customer focused.

With Shipwell, he can grow his department to be freight experts in no time.



Per shipment, Western Industries Corporation saw an average of

11.7

automatic tracking and status updates.