



Point to Point

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Logistics insights provided to you by **AVERITT**



DRIVERS: AN EXTENSION OF YOUR BUSINESS

The people driving your product from point A to point B provide more than safe, reliable transportation. For every hour they are associated with your logo and brand, they represent your business to drivers on the road, and ultimately, to your customer. Drivers are an often-overlooked piece of the customer experience puzzle, but they present a valuable opportunity to represent your company well.

How can you ensure that the person entrusted with carrying your product handles your brand with care, too?

HIRING MATTERS

Maintaining a highly professional driving staff begins with the initial hiring decision. Just as you take great care in hiring the employees who will carry your company forward, your carrier's hiring process should focus on attracting and maintaining drivers who work well with others, are driven to succeed, are confident in their abilities, and who ultimately understand the importance of their role in your business as well.

TRAINING MATTERS

It goes without saying that all drivers should be well-versed in the technical skills required for their job, but what about the interactions that happen outside the cab? How will they greet your customers? How helpful will they be to your customer's team?

These "softer" skills carry a lot of value when it comes to the way your customers perceive your company and your brand.

PROFESSIONALISM MATTERS

Even in our modern transportation industry, drivers are constantly fighting the long-held stereotypes associated with their line of work. Today's highly skilled professionals work diligently to overcome inaccurate and outdated notions.

Consistent guidelines regarding appearance and uniformity set out by your carriers create a clear expectation of professional appearance for drivers and send a positive message to your customers, too.

**How will drivers greet your customers?
How helpful will they be to your customer's team?**

EQUIPMENT MATTERS

Just as the driver's image and behavior make an indelible impression on your customers, so does the vehicle that gets the product to their door. The condition of the truck and trailer — whether it's passing drivers

on the interstate or parked outside your customer's business — is also a direct reflection of your brand. A grimy trailer in poor repair will color the perception of the carrier as well as the business that hired it; a clean, well-maintained truck makes a professional impression every time.

Additionally, keeping a truck and trailer clean helps to minimize equipment degradation and accidents, and also helps fleets avoid potential problems during roadside inspections. **PtoP**

At Averitt, we are honored to represent hundreds of companies and brands as we move freight across the country. We encourage our customers to consider our drivers an extension of their workforce, and we expect every driver to be a positive reflection on two companies when they're on the road: yours and ours.

JUST-IN-TIME REPLENISHMENT: USING YOUR CARRIER FOR WAREHOUSING

One of the biggest challenges of running a supply chain is product replenishment. For many

operations, high-volume products need to be replenished on short notice. Also referred to as just-in-time replenishment, such surges can occur during predictable periods (i.e., holidays and peak seasons) or on a regular basis for a company that steadily moves a product.

To ensure that they can meet product demand, many businesses maintain a continuously flowing supply chain that feeds their distribution centers, or they utilize warehousing. Each of these practices, however, has its own set of drawbacks that shippers should think about.

Betting entirely on the idea that a continuously flowing

supply chain will not encounter disruptions is very risky. A number of events, including truckload capacity crunches and winter weather, can easily bring operations to a halt. Businesses that utilize on-site storage have to take space and manpower into account. For those that use third-party warehousing, issues such as product visibility and service provider rates can create an imbalance between productivity and costs.

USING YOUR CARRIER FOR INVENTORY WAREHOUSING

One innovative practice that is gaining attention from different industries is the use of warehousing space at a transportation provider's truck terminal. This unique approach to warehousing can work in a few different ways.

Dock Space Storage: Some carriers can provide available dock space to store inventory. This allows the dock workers to quickly load shipments and send them on their way to a final destination.

Trailer Storage: Trailers can be used as a mobile storage unit, which is kept on the carrier's property. With the freight already loaded, this method allows the carrier to quickly make a replenishment delivery.

One of the key benefits of using a carrier for warehousing is that it can streamline a supply chain strategy. Rather than having to call in a carrier to an off-site warehouse, which results in additional mileage fees, the carrier becomes the delivery origin.

KEY POINTS TO CONSIDER WITH CARRIER WAREHOUSING

While using a carrier for storage can streamline and cut costs, there are several questions that should be considered.

Inventory Visibility: Like any off-site product storage operation, visibility is crucial. You'll find that most traditional carriers lack the technology to provide product visibility. However, some service providers, such as Averitt, offer inventory and warehouse management system (WMS) solutions and can even integrate your preferred system.

Protection: Many truck terminals are not enclosed, which can lead to potential damages from weather. Nonetheless, some docks are walled off for the very purpose of providing a safe and secure storage area.

Location: Use carrier facilities that are in good proximity to your supply chain needs. Depending on your delivery point, turnarounds on replenishment orders could take only a few hours.

As shippers look to maximize their supply chain efficiency while minimizing lead times, a carrier can fill in parts of the puzzle that they might not have considered before. **PtoP**

Interested in learning more about the advantages of using carrier-based warehousing? AverittExpress.com/JustInTime



3 BEST PRACTICES TO AVOID CUSTOMS CLEARANCE DISASTERS

The challenges of importing and exporting can be complex and tedious. And while shippers and their logistics partners work hard together to create a seamless process for moving cargo over the ocean or across borders, the biggest risks often involve paperwork. To help avoid unnecessary cargo customs clearance delays and disasters as a result of paperwork, keep these three best practices in mind.

1. HAVE THE NECESSARY CUSTOMS CLEARANCE DOCUMENTS

One of the most common preventable mistakes that importers and exporters run into with international customs clearance is a lack of proper documentation. Failing to have the necessary documents may lead to holdups that result in additional costs and delays in delivery.



Download customs documents and a **FREE Incoterms chart** at:

AverittExpress.com/Customs-Tips

2. BE AS DETAILED AND ACCURATE AS POSSIBLE

Customs officials will review the commercial invoice and other documentation meticulously to ensure that shippers are not trying to move illegal goods or avoid paying the full amount of duties on their cargo. When a shipper fails to accurately describe the contents of its cargo, delays will occur. Additionally, there are fines and potential legal issues that can arise when the documents do not accurately reflect the true value of the goods.

3. USE THE PROPER INCOTERMS

The International Commercial Terms, or Incoterms for short, is an internationally standardized set of definitions that define the transaction or procurement process of a shipment. These terms bridge the gap between different languages to help ensure that cargo can move seamlessly across borders and points of entry between the shipper and consignee. **PtoP**

SHIPPER ON POINT:

FISHERS FINERY AND THE ART OF THE E-COMMERCE SUPPLY CHAIN

POINT
3

Research by analysts with eMarketer suggests that total sales within the e-commerce market will exceed \$4 trillion by 2020. With more businesses choosing to enter the lucrative online market, the competition is also heating up. In order to compete and succeed, businesses have to find ways to help control their costs and ensure they can supply the demands of their customers and buyers.

SEEKING TO SIMPLIFY

Fishers Finery, a Connecticut-based e-tailer that sells through Amazon, realized that its import-based supply chain had become too complex to efficiently manage on its own while also finding time and resources to focus on business growth.

"As an e-commerce platform, selling our own brand, we are as many small business owners — resource-driven and with limited resources," says Craig Barnell, Fishers Finery's general manager. "Every minute that we don't have to spend worrying about logistics, supply chain management, transportation solutions, inventory...is valuable time that we can spend growing our brand."

SEEKING A CUSTOMIZED SOLUTION

After Barnell approached Averitt, the logistics company's Retail Solutions team devised a strategic supply chain solution that was customized to Fishers Finery's unique e-commerce needs. From coordinating overseas cargo consolidation with multiple Chinese manufacturers, to inventory processing and booking deliveries to Amazon Fulfillment Centers through the online marketplace's shipper portal, Averitt constructed a strategy that would simplify and streamline Fishers Finery's supply chain from beginning to end.

FROM POINT TO POINT

Fishers Finery's customized supply chain solution includes several key points:

- **LCL cargo consolidation at overseas origin**
- **U.S. Customs Clearance via Averitt Customs Brokerage**
- **Direct nonstop and ocean service (Asia-Memphis Express) from China to Memphis, TN with delivery to the Averitt service center in Cincinnati, OH**
- **Air Freight services provided by Averitt for time-critical shipments from China to Averitt service center in Cincinnati**
- **Inventory Management facilitated at Averitt service center in Cincinnati**
- **Inventory Processing: Quality Assurance (QA), Scanning, Pick and Pack, Labeling and Order Fulfillment for direct web-based sales**
- **LTL delivered to Amazon Fulfillment Centers**

AND THE RESULTS WERE...

With Averitt's solution, Fishers Finery was able to reduce the amount of hands and touch points that were involved with its supply chain. For example, using Averitt's Asia-Memphis Express, an innovative solution that blends ocean forwarding and intermodal transportation to provide direct service from Asia to Tennessee, Fishers Finery has reduced its overall transit times by up to 10 days.

In addition to managing and streamlining Fishers Finery's supply chain, Averitt's warehouse management system provides the company with complete inventory visibility and reporting, which is vital to any e-commerce strategy. In the end, however, it's the partnership between Fishers Finery and Averitt that has proved to be invaluable.

"We embarked on finding a transportation solutions provider and supply chain management partner, and came upon Averitt," says Barnell. "It is without question that our relationship with Averitt has allowed us to direct resources to the core areas that have helped grow our business." **PtoP**



Watch a video and learn more about Fishers Finery's success at:
AverittExpress.com/FishersFinery



PIECING TOGETHER THE E-COMMERCE SUPPLY CHAIN



Succeeding in today's highly competitive e-commerce market requires more than just offering the perfect product.

Customer demands have changed drastically as a result of the ability of large online marketplaces, such as Amazon, to offer quick delivery services. In addition to ensuring a quick purchase-to-delivery process, businesses also have to find ways to minimize their overall costs to effectively compete in what is quickly becoming a saturated industry.

The approach that you take to designing and executing your supply chain strategy is vital in today's competitive market. The individual touch points of your supply chain equate to individual costs that add to your overhead.

Finding ways to maximize efficiency and streamline

the various processes can help you reduce your costs of getting goods to the market. By that same measure, keeping your supply chain costs in check will help you keep your customer pricing competitive.

To help shippers succeed in today's competitive online market, we've put together a new white paper that takes an in-depth look at the various touch points of the e-commerce supply chain — all the way from origin to customer. This educational resource is full of information that can be used to identify strategies to simplify supply chain operations, while also finding ways to reduce costs and transit times. **PtoP**



AverittExpress.com/ECcommerceSupplyChain



POINT 4

SEE IT FOR YOURSELF: THE RIGORS OF FREIGHT IN TRANSIT

When your freight is tendered into the care of your driver, the carrier does all that it can to ensure that

it arrives at its destination on time, on target, and intact.

To succeed, there are steps that both the carrier and the shipper can take to ensure that your freight moves without unnecessary delay or damage, including the proper completion of the bill of lading, addressing and handling labels, and proper packaging.

How the freight is packaged by the shipper and carrier will be influential to if any damage occurs.



Watch the seven-minute video at
AverittExpress.com/freight-in-transit

Packaging is essential to protect shipments as they move within the trailer. Additionally, your carrier should be mindful of the way its associates stack freight.

There are many factors that carriers and shippers have to take into account when packaging and stacking freight. Our ability to minimize the potential for incurring freight damages rests on our ability to work together toward the same goal of shipping efficiently and safely.

To help visualize the rigors of freight in transit, we equipped a trailer with a camera to see what happens when freight isn't properly packaged and stacked. Check it out! **PtoP**

SCAVENGER HUNT

5 Questions

Answer the 5 questions and be entered into a drawing for one of five \$100 gift cards to be given away on Aug. 1st, 2017.



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YOUR OPINION MATTERS TO US!

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