



Crossflight international express courier services

Shipping is the easy bit



CDW Case Study: Crossflight's Proactive Clearance Service



Introduction

At Crossflight we understand that customers, especially IT resellers, want to work with a partner that has global capabilities, yet one that provides exception flexibility and is capable of providing scalability in line with their own growth.

For CDW's Supply Chain Manager, Barry Harber:

“An exceptional end user experience is something CDW sells as a differentiator and it is important that we use partners that have the same philosophy.”



The challenge

When you're sending high value IT equipment to emerging territories shipping is the easy bit; one of the more complex components is clearing it. This is why CDW needs to work with a company that specialises in licencing restrictions and hassle free shipping.

The solution

Crossflight provides CDW with a Proactive Clearance service which streamlines the clearance and delivery of CDW's high-value IT equipment to emerging markets.

The key element of this process is to lay the groundwork even before the goods are received into Crossflight's warehouse for shipping. Crossflight plays a key part in CDW's distribution chain because even before CDW confirm an order, Crossflight is discussing clearance procedures with its partner offices and providing CDW's sales effort with transparency into shipping processes.

Crossflight submits a shipping invoice to its partner office who works with local customs offices to establish customs clearance procedures for that potential order. In addition, Crossflight makes contact with the end user to establish the licencing requirements and if the end user is in a position to assist with clearance. This process ensures that the end user is provided with all the necessary information on how to proceed which reduces chances of future bottlenecks when clearing the items.

Crossflight is not restricted to one delivery network and this flexibility means that, for instance, if the end user has a clearing agent appointed, Crossflight will adapt and match their clearing process locally.

The results

Identifying customs clearance requirements and establishing communication channels with local contacts works towards minimising delays and ensures that both CDW and the end user use the most efficient and streamlined delivery service available.

By involving Crossflight in their distribution chain, CDW are able to ensure that they can turnaround deliveries both professionally and speedily in order to compete with local markets and maintain the highest level of service for the end user.

CDW's Supply Chain Manager confirms the value

"We switched to using Crossflight in 2008 and have never looked back. They have enabled CDW to grow its international business through its unique offering of engagement and support."

About Crossflight

Developing and evolving high quality solutions since 1987

International Express Courier is at the heart of what we have done since 1987. The business is privately owned and operated and has grown steadily as it has organically built and retained a stable customer base that chooses to partner with Crossflight. Over the years we have developed considerable capabilities in mailing and logistics.

As a result of our close proximity to London Heathrow, Crossflight is able to provide exceptional responsiveness to requirements for international courier services to customers in London and beyond the M25 into the Home Counties. Our Birmingham warehousing facility is an ideally located geographic hub for our UK-wide logistics and fulfilment services.

Crossflight serves a clear market. This is identified as businesses for which other carriers, smaller and larger than Crossflight, have proved to be unsatisfactory providers of carrier services. Crossflight overcomes the chief source of this dissatisfaction by providing a full range of scalable capability wrapped with high levels of personal service.

Our ability to leverage technology also sets us apart from other mid-market carriers. This is not just to benefit our business - we use it to help our customers become more efficient. Our in-house technology team are experts at integrating customer systems with ours, including ERP and e-commerce websites.



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