

# Ensuring reliability for a Tier 1 company

Securing a new contract from customer satisfaction.

## The Challenge

Freightline was approached by a Tier 1 company facing challenges with their existing logistics partner. Late collections and deliveries, along with a lack of updates, reports, and proof of delivery (POD) had become a cause for concern. In response, Freightline devised a comprehensive strategy to address these issues, demonstrating our commitment to excellence and customer satisfaction.

## Our Strategy

**Understanding the importance of reliability to our client, we positioned ourselves as a trusted logistics specialist capable of transporting parts from their central warehouse to dealerships across the UK.**

**At Freightline, we set high standards for quality and sought to provide exceptional service. To begin, we established four routes, each encompassing 2 to 5 drops, using small wheelbase vehicles.**

To ensure seamless operations, we implemented daily spreadsheets and time monitoring tools. These measures showcased our dedication and ability to meet our customer's objectives effectively.

Moreover, we assigned the same drivers to each route, ensuring consistency and familiarity. Additionally, a dedicated key account manager was appointed to maintain process transparency and act as a single point of contact.

**4 UK DEPOTS  
70 LANES  
300 DROPS DAILY**

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Our goal is to always provide the best possible service to our clients, and our team is committed to meeting that goal.



## Our Impact

The success of our operations team has delighted the customer, leading to plans for a two-year contract extension and the addition of numerous new routes.

Our proven track record reinforces our commitment to excellence and showcases our continued ability to provide optimal solutions for our clients. As a result, Freightline has gained the trust of yet another top-tier company.

### EXPERT INSIGHT

“Freightline understands the potential costs and complications associated with delays. Our strategic approach, including daily spreadsheets, time monitoring, and dedicated drivers, showcases our expertise. As a reliable logistics partner, Freightline remains dedicated to excellence in all operations.”

## Dedicated, real-time support from experts

Our team of logistics experts is available 24/7, ensuring we meet our clients' needs promptly. We go beyond offering comprehensive logistics solutions; we prioritise finding the most efficient delivery methods to minimise transit time.

**Our commitment to swift and optimised service sets us apart in delivering goods promptly and effectively.**

**Call us today on**

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