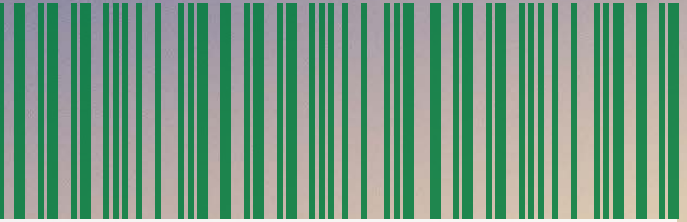




**VICTORY**  
Supply Chain Services LLC



HOW TO GET

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**MOST**

OUT OF YOUR

**OUTSOURCED  
LOGISTICS  
PARTNERSHIP**



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# INTRODUCTION

Chances are you sought your outsourced logistics provider to help your organization save money. As your relationship may have started with price, you most likely started to reap the additional services your provider had to offer. While many companies have initial success with their outsourced provider, the collaboration between the provider and the company's multiple internal organizations may become stagnant or not exist at all. The opportunities that your provider can capture in each of your departments can be critical in all the benefits this relationship should be presenting to you, including strategy building, technology implementation, mentoring and education, and real-time information for your entire company.

Not seeing all of these partnership perks with your single sourced provider? Some of your departments might be missing out on maximizing the potential of this important connection simply because they don't see how it can positively impact them on a daily basis. Continue to work with your provider to not only work on your company's solutions, but to also get those solutions disseminated throughout the organization.

Here's why an inter-departmental approach to your company's logistics matters to all the major organizations.





# UPPER MANAGEMENT

**M**anagement and C-level employees need constant, real-time data that captures every area of the supply chain from inbound to outbound, warehouse, and inventory. These individuals rely on comprehensive data to make decisions that affect the future of the company. Accurate and timely data points and key metrics obtained through accessible real-time technology provided by your logistics partner will equip management with information to make important day-to-day and long-term decisions.

Supply chain and logistics costs are a significant portion of a company's overall spend, so management teams must understand this line item when making strategic decisions. Further, a major driver of customer satisfaction is on time delivery — many organizations face fierce, contractual penalties when this function isn't dependable.

To produce your company's desired supply chain goals, these decision-makers also need to be a direct part of the strategic vision in order to coordinate all departments into the supply chain initiatives. Leadership's input is vital in determining the overall supply chain strategy and re-engineering initiatives.

## KEY TAKEAWAY:

**Accurate and timely data points and key metrics obtained through accessible real-time technology provided by your logistics partner will equip management with information to make important day-to-day and long-term decisions.**



# SALES

**T**he customer is always right. Because sales is the main conduit between your client and your business operations, they hold the key to matching those customer expectations with results. This important fact is the main reason the sales organization should be intimately involved with your outsourced provider. Communicating reality to the customer is vital to setting customer expectations and avoiding costly penalties and charge backs.

A main component of the sales process is getting the product where it needs to be, when it needs to be there. The sales department should have full access to real time shipment data, along with exceptions that occur. Sales consultants need the opportunity to address issues as quickly as possible with their buyers to get them resolved and cut down on potential extra costs.

The sales team should be able and willing to communicate necessary data regarding their client's operational needs and expectations. Your logistics provider can use that data to make important day-to-day decisions affecting the ultimate customer satisfaction. With an optimized supply chain that uses modern technology, your sales team can win with customers by minimizing customer complaints and maximizing customer satisfaction.

## KEY TAKEAWAY:

**The sales department should have full access to real time shipment data, along with exceptions that are occurring. Sales consultants need the opportunity to address issues as quickly as possible with their buyers to get them resolved and cut down on potential extra costs.**



# PROCUREMENT

A comprehensive logistics program should account for the entire supply chain, including any inbound shipments. Any rate negotiation and service terms should extend to the inbound program and buyers need to be aware of what services are available. When buyers utilize the application of logistics throughout the supply chain, they can apply negotiated rates and leveraged infrastructure to get a managed program for the inbound freight and lower these costs.

Procurement should also request and participate in the creation of an automated PO system that allows them to have full control and visibility over what is shipped, how goods are moved, and at what price. Through this system, buyers can receive automatic notifications showing when freight has left the supplier, when it will arrive, as well as full visibility during the entire life cycle of the shipment. When procurement is involved in the outsourced logistics solutions, buyers can feel more at ease while product is in transit and more confident about the condition and timing of those shipments.

## KEY TAKEAWAY:

**Procurement should request and participate in the creation of an automated PO system that allows them to have full control and visibility over what is shipped, how goods are moved, and at what price.**





# INFORMATION TECHNOLOGY (IT)

A company's IT department should be well equipped to be part of any modern day supply chain solution. The name of the game between your outsourced supply chain provider and IT is integration. Your IT group should:

- be EDI capable
- Have the capability of integrating the company's ERP system with your outsourced provider's system
- Set up the processes that enable the electronic communication between your company and your logistics provider to flourish across the entire supply chain network

When IT pulls data and resources from every area within the organization, they can each interact with one another to enhance accuracy, efficiency, and time management throughout the supply chain. The potential for interdepartmental connection that can be created when IT utilizes the capabilities provided by an outsourced logistics relationship is primed for connectivity, maximum integration and optimization. By utilizing the information generated by your outsourced logistics provider, your IT team can use reverse integration to populate their ERP with important data.

## KEY TAKEAWAY:

By utilizing the information generated by your outsourced logistics provider, your IT team can use reverse integration to populate their ERP with important data.



# FINANCE

**Y**our finance department should be equipped to account for every dollar. They should be empowered to have confident conversations around maximizing your company's profit. By employing knowledge provided by your outsourced provider, your finance department can have the tools they need to successfully stave off and recoup customer chargeback penalties as well as gauge year-over-year proposition savings for management.

Efficiencies are important when filtering data to the specific metrics needed. Your outsourced provider should offer access to real-time technology through a cloud-based database, including an easy to interpret one-page dashboard. Finance should be able to easily obtain needed financial reports such as accruals.

Additional analytics for management, such as cost per unit averages, for example, should be readily available. This should include individually designed, and specifically requested, client-metrics. This reporting can empower finance to benchmark cost savings for management review, in addition to saving your finance department time and resources through auditing and invoicing reconciliation streamlined by your outsource provider.



## KEY TAKEAWAY:

**Your outsourced provider should offer access to real-time technology through a cloud-based database including an easy to interpret one-page dashboard.**



# CUSTOMER SERVICE

All too often, a company's customer service department does not utilize all of the capabilities offered by their logistics partner. For example, one of the biggest drivers of customer satisfaction is on-time delivery. Your customer service team can save valuable minutes when researching customer service issues in just one, single Cloud-based portal. Sometimes CSR members feel the need to search multiple websites or make several calls to access the information they require. This can be due to poor system updates, or slowly timed data coming in far too late.

If you utilize multiple modes of transportation, this can additionally increase the time and resources of the CSR's output. Having access to all orders, no matter the mode or vendor, on one, easy to use web-based portal, can drastically drive efficiency and increase overall customer satisfaction.

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## KEY TAKEAWAY:

**Proactive on-time delivery monitoring is another example of reporting every customer service team should request from their outsourced provider.**



# CUSTOMER SERVICE

CONTINUED

**P**roactive on-time delivery monitoring is another example of reporting every customer service team should request from their outsourced provider. CSR's should receive automatic notifications of delivery exceptions that have missed their due dates along with the exact reason the shipment was delayed. This can be extremely helpful in resolving service-related customer complaints as well as allowing CSR's to work in concert with finance in resolving unnecessary charge-back penalties. Sometimes this is valuable information for a company to use when working with their own warehouse and level of preparedness for product shipping.

Additionally, CSR's should be able to open an immediate ticket with their outsourced provider for any supply chain issue needing resolution, such as a freight claim needing submission or an inbound vendor repeatedly shipping product short. These strategic solutions can provide customer service with the empowerment and visibility to troubleshoot the supply chain throughout the life cycle of your customer's shipments, enhancing your client and vendor relationships.

## KEY TAKEAWAY:

**CSR's should be able to open an immediate ticket with their outsourced provider for any supply chain issue needing resolution, such as a freight claim needing submission or an inbound vendor repeatedly shipping product short.**



# WAREHOUSE & DOCK

One of the biggest complaints from employees in a company's warehouse is unexpected, inbound returns. How frustrating to have freight show up on your dock with no clear chain of command followed while handling your cargo. Your outsourced logistics provider should assist in the creation and maintenance of a return process that allows for open lines of communication between your returns department and customer service during the arranging of Return Authorizations.

Your warehouse team should also be given the opportunity to participate in instant messaging with your service provider for quick and timely issue resolution, as your outsourced provider should function like an extension of your own warehouse. Warehouse professionals should also benefit from all the technology your outsource provider has to offer.

It's hard to imagine, but there are still dock personnel left to wait for vendors to provide a Bill of Lading or create one manually for themselves due to not leveraging efficiencies that today's technology offers. Through utilizing your logistics providers portal, the warehouse team has easy access to not only control cost and vendor choice, but to manifest their Bill of Lading instantly at any time.

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# WAREHOUSE & DOCK

CONTINUED

Sometimes the solutions needed to keep your supply chain running as smoothly and cost effectively as possible comes from the inside. Your warehouse should be able to provide full dock accountability, in real time, including overseeing and maintaining proper records to provide management along with their outsourced logistic partner with accurate information. The technology provided by your partner should assist and simplify this oversight. The supply chain can further be optimized through training on technology to route or optimize shipments and create complete visibility throughout the supply chain.



## KEY TAKEAWAYS:

- Your outsourced provider logistics provider should assist in the creation and maintenance of a return process that allows for open lines of communication between your returns department and customer service during the arranging of Return Authorizations.
- Your outsourced provider should function like an extension of your own warehouse.



# MAXIMIZE A SINGLE SOURCED LOGISTICS PARTNERSHIP

## FOR THE ENTIRE COMPANY

### CONSIDER THESE SUGGESTIONS:

In addition to the ways each employee role and department should be leveraging logistics within an optimized supply chain, all of your company's individual team members should elevate the supply chain through the following ways:



Be involved with ongoing Quarterly Business Reviews (QBRs)



Participate in training and education on all systems throughout the supply chain



Request customized analytics and reporting features for each department based on initiatives



Participate in a thorough and seamless onboarding program to understand their unique relationship with outsourced provider



Know and be able to easily reach the one point of contact at your logistics provider who understands your business and operates as an extension and for the benefit of your company



# MAXIMIZE A SINGLE SOURCED LOGISTICS PARTNERSHIP

## FOR THE ENTIRE COMPANY (CONTINUED)

### WHAT LEVEL OF OVERSIGHT DOES YOUR SUPPLY CHAIN NEED?

Everyone within your company can and should work together to utilize logistics and optimize the supply chain. In a partnership with a single sourced logistics provider, your company maintains supply chain management oversight but entrusts the logistics provider with execution. A 4PL provider handles a strategy component, management oversight, and execution. A 4PL with strong, long-term 3PLs partnerships can make this integration easier in a multitude of ways. Your choice in 4PL should:



Assist in navigating technology choices to determine the right choice to drive efficiencies and transparency



Leveraged negotiation of costs and drive efficiency through integration and communication



Provide information that adds value to all departments and employees by empowering them to save time and resources and lower ongoing benchmarked costs



Optimize the routing of your shipments and request a gainsharing split on the savings



Be fully transparent and ready and willing to show you how they realize a profit.

# MAXIMIZE A SINGLE SOURCED LOGISTICS PARTNERSHIP

## FOR THE ENTIRE COMPANY (CONTINUED)

A reputable 4PL should be strategizing with their clients to create win-win scenarios to accomplish the client's goals. They should not be trying to force a solution for your company to fit into their business model or assets.

Make sure you have the access and education to all of these systems and opportunities made available by today's sophisticated outsourced logistics providers. By allowing, and then empowering, your outsourced provider to thoroughly disseminate your strategy and process implementations, each department will be fully engaged in your supply chain network, ensuring streamlined communication and efficiencies throughout your entire company. This will enable your company to reap the benefits outlined above, in addition to having well involved, educated individuals driving your company's complex and ever evolving supply chain.

Victory Supply Chain Services is a unique 4PL. We specialize in helping growing organizations master their supply chains. If you need guidance on maximizing your supply chain or working with a fully outsourced logistics partner, contact us for a discovery call today.

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# DEPARTMENT SNAPSHOT OF OPTIMIZED SUPPLY CHAIN BENEFITS

## **Upper Management:**

- Empowered to oversee company spend and on-time delivery
- Informed with comprehensive, real-time data at every stage of the supply chain
- Included as an integral part of strategic vision and re-engineering process

## **Sales:**

- Equipped with instant access and communication for punctual delivery
- Informed on real-time shipment data, delivery times and logistics snags
- Provided with modern technology to mitigate and minimize customer complaints

## **Procurement:**

- Awareness of decisions that impact transportation, rates, and service
- Control of product selection, shipping method, and the price of goods
- Equipped with full visibility during the life cycle of the shipment through access to PO system

## **Information Technology (IT):**

- EDI and third party system integration capable
- Empowered with the tools to quickly send and receive electronic data
- Informed to populate ERP through reverse integration

## **Finance:**

- Equipped to mediate chargeback penalties and account for every dollar
- Provided with tools and cost details to gauge providers saving proposition
- Access to line items such as cost per unit, accruals, and gain shares

## **Customer Service:**

- Access to status and location of all customer orders in a central location
- Provided with proactive on-time delivery monitoring
- Ability to immediately troubleshoot claims and issues

## **Warehouse & Dock:**

- Access to control cost and vendor choice and manifest Bill of Lading instantly
- Fast and open communication lines with customer service for Return Authorizations
- Access to real-time full dock accountability through dashboard for complete visibility



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