

Case Study Worksheet

Client: Choice Logistics

Topic: Transportation

Situation

Our Client, a global provider of supply chain services, required a logistics organization that could provide multi modal, expedited and scheduled transportation services throughout Canada. The required transportation services must demonstrate reliability in all modes, consistently meeting our client service level agreements.

Challenges

Apple Express' client requires consistent transportation performance throughout Canada. Due to the nature of products that Apple Express' client ships, transportation services are time sensitive, often requiring delivery to the consignee within a ninety minute or two hour time frame. Apple Express is expected to meet these strict service level agreements regardless of whether the client's consignee was located in a large urban centre or a remote rural location. Apple Express' client demands consistency in execution to achieve their service level agreements. Achieving these expectations required our team to develop an extensive transportation network within Canada to achieve our client's business objectives.

Actions

To address the requirements of our clients, Apple Express has developed an extensive transportation network throughout Canada. The Apple Express transportation network provides significant cost and service flexibility for our clients. By providing vehicles of all sizes and capabilities, Apple Express is able to deliver any item our client tenders to our team. In addition to our extensive ground network, Apple Express has formed strategic partnerships with Canada's major air carriers to provide our clients with reliable expedited air transportation service.

Results

The continued development of Apple Express' transportation and distribution network consistently meets the required service level expectations of our client. Our client also has the assurance that no matter what type of freight is tendered to Apple Express, our network has the capability of handling the transportation event as per agreed service levels.

Key Performance Actions and Statistics:

- 20,000 annual transportation events
- Utilized service offerings range from Sameday to Air Transportation
- Consistently exceeded customer Service Levels with On Time Performance of 98.14% and Inventory Accuracy of 99.58%