



Case Study - Mid-State Truck 2016

Challenge

Mid-State Truck is an industry leader with a steadily growing client list. Maintaining its reputation for high-level customer service in the changing economy while growing steadily required Mid-State to look at all areas of its operations for potential improvements. This included Mid-State's transportation approach.

Mid-State knew about Customodal, a third party logistics solution provider, from work the two businesses have done together over a number of years. Mid-State's growth brought new challenges, especially in the area of efficiently and cost effectively delivering service parts for their large installed base of customers distributed across their service area.

Solution

Customodal Inc. looked closely at both the current challenges Mid-State faced along with their forecasted growth. Customodal analyzed their current processes and solutions with an emphasis on their timeliness and their transportation spend. Once these were well understood, Customodal proposed a solution that combined RR Donnelley's leveraged purchasing power to reduce the cost of individual shipment rates. Employing their proprietary cloud-based TMS (Transportation Management System), Customodal was able to reduce the effort investment Mid-State was incurring. The intuitive and easy to use web portal, backed up by Customodal's professional logistics staff, cut both the time Mid-State invested in each shipment and the actual cost of transportation on a shipment by shipment basis. Additionally, the TMS provided Mid-State's management team with real-time visibility and data collection for future decision-making. Because Customodal's solution is designed as a gain-share with no upfront cost or monthly fees, Mid-State's risk was virtually non-existent.

Results

Fantastic. Max Rhyner says " Customodal's TMS system gives us confidence that parts shipments are being handled in a cost-effective way each and every time, and insulates businesses from the tribal knowledge any one long-term employee may have about how this was done in the past. Additionally, they can log in and see what is being shipped to who - and at what cost - anytime they want! Lastly, it is just easy. We deal with hundred vendors all with different systems in place. The TMS is quick, easy and cuts time tremendously."

"Mid-State Truck Service, a very big business in Wisconsin was able to achieve both hard cost savings and soft cost savings by partnering with Customodal. Shipping is a science, and today we find many businesses just can't afford

the knowledge and talent in-house to best design and manage their transportation logistics," says Tim Moen, "One of the biggest challenges I face," says Mr Moen, "is the questions of; will they use and understand the technology? On average it takes me 5 mins to help someone enter a quote, enter a load, view 7-10 logistics options based on cost and days in transit , print a BOL and packing labels and how to track the shipment thru the process. The value of this time and money savings becomes very clear quickly."

"Once they see it truly is point, click, ship, it becomes the most used tool in their toolbox," says Moen, "The logistics professionals at Customodal keeping tabs on the process instills the confidence needed to get even the most tech challenged employee up and running with it."