

How Logistics, Sales, and Finance Managers remove visibility gaps to grow margin 5 to 15%

Home delivery brands know that every delayed shipment or missed tracking update means tough emails and phone calls to the Shipping, Customer Service, and Sales departments — and those only create more follow-up actions.

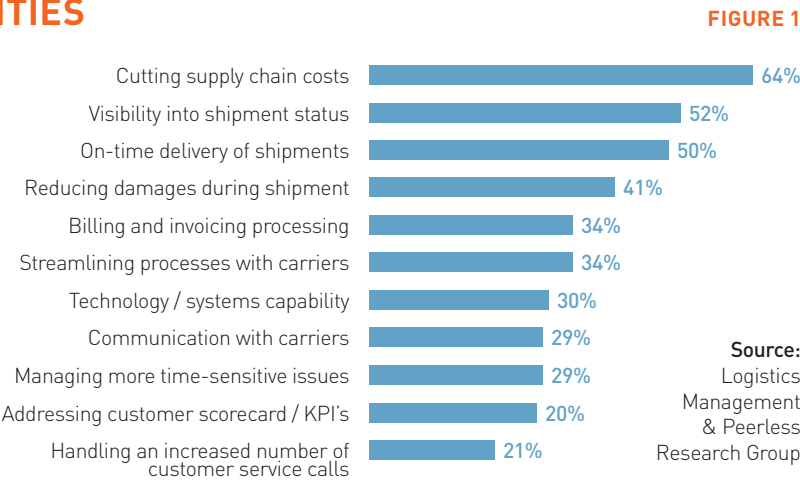
Even invoice audits become problematic when the challenges appear, as every department loses both time and money. More importantly, customer perception is negatively impacted.

TURN BARRIERS INTO OPPORTUNITIES

Time spent reacting to disruptions is time **not** spent growing customer relationships. It’s also difficult to measure the impact of potential sales that are lost from the posting of negative feedback.

More than 100 executives said their top impacts to customer success include the items in Figure 1.

However, these pain points are now viewed as **opportunities** by high-growth home delivery brands and distributors. Collaboration and visibility saves time, improves customer relations, and grows margin.



IMPACT TO OPERATIONS, SALES, CUSTOMER SERVICE, AND FINANCE

It’s easy to find a shipping rate, but it only reveals a portion of the total cost. It can be more difficult to see processes and customer impacts that really consume time and create stress. Similar to buying bread, milk, or even a car, the “cheapest” option is often the most expensive.

IF YOU COULD RE-GAIN 5% OF WEEKLY TIME, HOW WOULD THAT BENEFIT YOU, YOUR TEAM, CUSTOMERS, OR THE BOTTOM LINE?

FIGURE 2: Consider how many hours per week are spent in:

How many hours are spent in...?	Weekly	Improve	Saved	Annual
Managing manual quotes and RFPs	2.0	5%	0.1	5.2
Managing tracking	3.0	5%	0.2	7.8
Reacting to on-time performance disruptions	4.0	5%	0.2	10.4
Reacting to damage concerns	2.0	5%	0.1	5.2
Processing billing and invoicing	1.0	5%	0.1	2.6
Managing processes with carriers	2.0	5%	0.1	5.2
Working around systems' limitations	1.0	5%	0.1	2.6
Communicating with carriers	1.0	5%	0.1	2.6
Managing time sensitive limitations	1.0	5%	0.1	2.6
Addressing scorecard or KPI challenges	2.0	5%	0.1	5.2
Managing increased volumes more strategically	1.0	5%	0.1	2.6

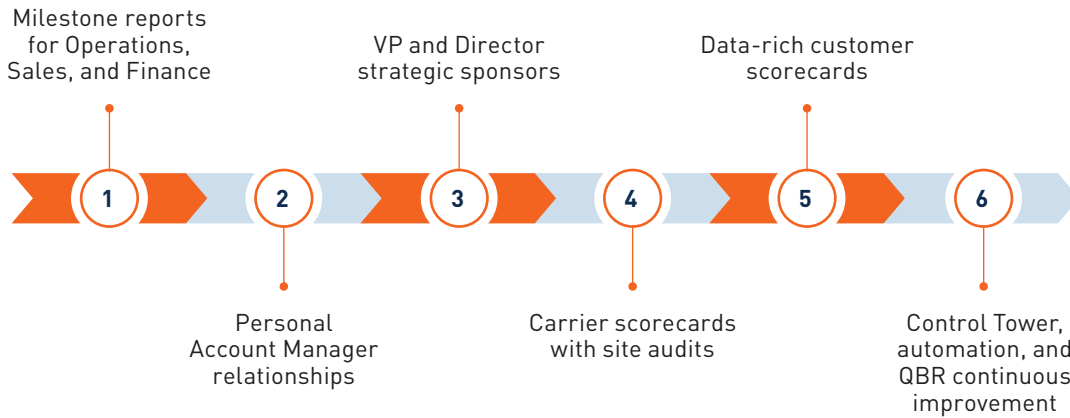
ANNUAL SAVINGS (in hours)

Year 1	Year 2	Year 3
52.0	54.6	57.3

UNLOCKING 2+ HOURS AND 5 TO 15% OF WEEKLY COSTS

While traditional supply chains focus on RFPs, single sourcing, or adding quality managers, they often find the same visibility gaps across regions, year after year.

To prevent this, leading brands now leverage Control Towers and Feedback Technology, including:



Since they can proactively plan **around** disruptions, these teams have saved **over 50 hours**, as shown on page one.

HAPPIER CUSTOMERS MEAN SALES GROWTH

Through scorecarding, customers demonstrate proof of brand, product, and delivery satisfaction. Here are examples:

Customer A

Rating: ★10/10

"The crew was on time and had my treadmill set up quickly. They wore masks and left no mess. Excellent customer service, especially during COVID."

Customer B

Rating: ★10/10

"Delivered on time. They contacted me before they came. Just a great experience all around."

Customer C

Rating: ★10/10

"The delivery drivers were professional, on time, and practiced social distancing properly. Great service."

Many clients experience strong growth, even in challenging times:

"The senior team at EFW has repeatedly developed improvements, enabling operations to expand from 10 shipments per day up to 2,000+ while scaling locations much faster than projected. Customer experience scoring and continuous improvement are their drivers."

"This focus enabled new margins and profit centers, in addition to preventing lost sales revenue via cart abandonment. Keeping this ROI visible was important to our senior team and stakeholders as well."

— Operations Manager, E-Commerce and Fitness company

KPI BENEFITS ACROSS DEPARTMENTS

Operations gains more efficient customer communications and less cluttered email inboxes. Quoting, booking, tracking, and planning are all combined through strategic technology and support.

Finance and Administration can keep metrics at their fingertips. Information is transparent and accessible, with tailored reporting, data trending, and senior access on-demand.

Sales and Customer Service experience growth in confidence with visibility that expands beyond shipment status and into alternative projections with proactive updates. Additionally, these teams receive:

1 | SEAMLESS INTEGRATED RETURNS

- Reducing return windows from 30 to 10 days
- More accurate inventory, reduced storage costs, lower loss and damage

2 | PROACTIVE CUSTOMER SCORING

- Full contact, drop, POD, and product reviews
- On-hand, dwell time, and transit KPI improvement

3 | REVERSAL OF NEGATIVE TO POSITIVE FEEDBACK

- Lower experience ratings converted into 10/10 stars
- Negative calls into customer service dropped by 25%

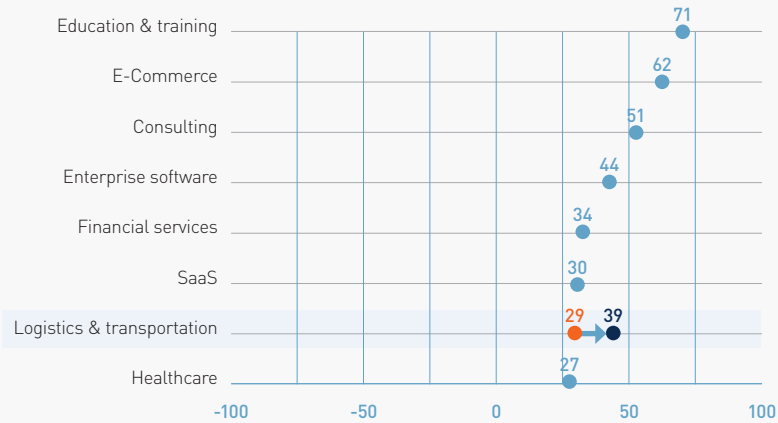
4 | INCREASES TO SALES, MARGIN, AND OPERATING EASE

HOW DO YOU MEASURE CUSTOMER EXPERIENCE?

Logistics has an average customer experience score of “29,” according to Retently. However, only a tech-enabled control tower creates a 5 to 10 point increase reliably, driving faster sales and margin growth with lower costs.

- How do you measure customer experience scores for logistics?
- Do your logistics providers share customer feedback or only shipment milestones?
- Do they provide more than just data, like trends and proactive recommendations for continuous improvement?
- How would you be impacted if your customer experience scores increased 5 to 10 points?
- Could those impacts benefit operations, as well as Sales, Finance, and Service teams?

FIGURE 3: AVERAGE CUSTOMER EXPERIENCE SCORE



COMPARE WITH NEIGHBORS AND COMPETITORS

As many have seen, traditional logistics email, quote processes, and RFPs cannot manage the top 10 customer experience impacts. However, they can be overcome through a tech-enabled control tower:

FIGURE 4

Logistics provider comparison		Transactional	Tactical	Strategic
Laying foundation	Align internal teams	X	X	X
	Develop accountability models		X	X
	Enable teams and new members with training		X	X
	Provide ongoing coaching and certification			X
Strategy review and planning	Baseline current status	X	X	X
	Diagnose areas for improvement		X	X
	Set performance and program goals	X	X	X
	Develop progress roadmap			X
Engagement	Employee alignment			X
	Employee engagement			X
	Training – entry to owner level			X
Execution and monitoring	Build analytics framework			X
	Develop ROI models			X
	Results presentations	X	X	X
	Ongoing coaching		X	X
	Continuous improvement dedication			X
	Ensure operators are master certified			X
Impact	Increased sales, margin, and brand reputation	Base	1-5%	5-10%
	Lowered costs, negative calls, and time	Base	1-5%	5-25%

Senior teams are available to support your executive strategy. In a brief call, we’ll review insight on your customers, competitors, and P&L.

If 5 minutes with an expert can help, reach us at Sales@EFWnow.com

“We’re able to ship more on fewer resources, which is great for brand growth. This team is informed and conscientious, and I would recommend a conversation to qualify the growth potential.

— Senior Operations Manager,
E-Commerce and Fitness company