



The Problem:

A leading player in the petrochemical industry faced significant growth-related challenges as its small-scale logistics operations could not effectively support the demands of its expanding customer base.

- 1. Capacity Constraints:** The client's limited carrier base resulted in missed opportunities and limited market growth – they failed to fulfill approximately 600 loads due to the inability to secure adequate transportation capacity.
- 2. Visibility and Tracking:** The existing logistics setup lacked robust visibility tools leading to poor tracking capabilities, real-time insights, and communication.
- 3. Staffing Constraints:** The logistics team struggled to successfully cope with increasing demands due to understaffing, manual processes, and an inadequate carrier base.

The Results:



Enhanced
Service
Performance



Market
Share
Growth



Improved
Cost &
Efficiency



Streamlined
Logistics
Operations

The Solution:

KAG Logistics proposed a managed services solution to optimize the client's logistics:

- 1. Expanded Carrier Base:** Offered immediate access to a broader pool of transportation partners, alleviating capacity constraints.
- 2. Visibility and Tracking Enhancement:** Enhanced Tracking & Alert Solutions (ETA) visibility technology provided greater transparency throughout the process.
- 3. Communication Improvement:** KAG Logistics facilitated all communications providing streamlined and timely information to appropriate stakeholders.
- 4. Staffing Optimization:** The client relied on KAG Logistics' expertise, eliminating the need for additional staffing costs.
- 5. Automation of Processes:** Introduced automated workflows to replace manual processes, streamlining operations.