

From Fines to Flexibility: How RWI Logistics Drove Retail Success

OVERVIEW

A leading global supplier of fresh produce, this customer operates across multiple countries with a focus on sustainable farming and supply chain practices. They supply high-demand fruits like avocados, blueberries, and grapes.

PROBLEM

This customer faced increasing challenges in servicing a major retail supercenter with highly specific delivery requirements. While securing business with this retailer presented a major growth opportunity, the company struggled to meet performance expectations due to a lack of supply chain execution. A disconnect between the sales and logistics teams resulted in deliveries frequently missing their appointment windows, often caused by tight transit timelines. With delivery days locked in annually and little flexibility in scheduling, appointments were being set without adequate time for loading and transportation. The organization needed a more sophisticated and synchronized approach to managing supply chain demands in order to maintain and grow its relationship with this key customer.

SOLUTION

RWI Logistics implemented a collaborative transportation strategy to improve communication between the customer's sales and supply chain teams, enabling more proactive planning. By consolidating logistics operations to one vendor, the company simplified workflows and increased internal resource capacity. RWI also designed a lean transportation program that emphasized cost-efficient operations, effective carrier management, and strategic procurement. To support evolving customer demands, RWI helped expand the forward distribution network, allowing for more optimized routing into key delivery locations. Additionally, this partnership provided access to meaningful logistics data and metrics, creating a foundation for future performance visibility and process improvement.

RESULTS

By partnering with RWI Logistics, the customer significantly improved service performance and operational efficiency. RWI's guidance enabled the successful reduction of OTIF (On Time In Full) fines and enhanced the customer's ability to manage delivery timelines. A standardized process was established to reconcile actual service data with retailer reporting, leading to improved carrier performance management and more strategic carrier selection. These improvements also created greater delivery reliability and visibility, helping to simplify internal workflows and improve resource capacity. Ultimately, the customer's elevated service levels strengthened their position with key retailers and opened the door for new growth opportunities.

AT A GLANCE

CHALLENGES

- High OTIF fines and limited carrier performance visibility
- Lacked reliable data and processes to manage retailer compliance

BENEFITS

- Reduced OTIF fines through improved processes
- Standardized data flow and performance tracking
- Improved carrier management and network selection
- Enabled growth with key retailers via better service levels

"At RWI, we deliver a unique solution that's more than just technology; it's based on years of experience building our own solution. Our in-depth industry knowledge and skills enable us to swiftly deploy fresh insights to our customers, enhance their business operations, and deliver efficiency and cost savings to their organization. Our passion is to partner with our customers and support them through their continuous improvement journey."

- Megan Fortenberry, COO
RWI Logistics

