

4 of the Most-Common Shipping Problems

(and How to Solve Them)



When you select a transportation logistics company, you want to be sure your shipments are being shipped and received on time, every time.

Unfortunately, shipping issues are all too common. Breakdowns in communication and poor decision-making can lead to delayed deliveries, upset customers, damaged cargo, and breach of trust.

Here are four of the most common shipping problems and how to solve them—fast.

1

PROBLEM: **SHIPMENT DELAYS**

Shipment delays are an unfortunate reality in transportation, and one that can cause significant stress, disorder, delays, and added costs for customers. Even something as minor as a flat tire can lead to delays, which totally disrupt production at a manufacturing facility, create empty store shelves, and even cost people their jobs.

When delays happen, many logistics providers choose to offer a laundry list of excuses when equipment failure occurs, ranging from the old “It’s too late to do anything about this” to “we can still get it there, but it’s going to cost you more money.”

As a customer entrusting a 3PL with a time-sensitive delivery, these excuses just aren’t acceptable.

SOLUTION: **SOLVE PROBLEMS INSTEAD OF MAKING EXCUSES!**

When selecting a transportation provider, look for a company whose employees take ownership of the problem by using a proactive, transparent communication to address delays and provide potential solutions.

Instead of settling for excuses, select a Partner who bases their decisions on solid principles, aiming to create positive experiences for their customers and establish long-term, mutually beneficial relationships.

Exceptional solutions for owning shipment delays include:

1. Exhausting all options to fix the equipment as quickly as possible (because your provider is passionate about their work and willing to do whatever it takes).
2. Paying a premium for a recovery truck to ensure the shipment is back on the road (because the principle of doing the right thing is more important than cost).
3. Making sure equipment failure doesn't cause issues for customers is critical. The transportation partner is relied upon to address challenges and remain transparent with an open line of communication.



2

PROBLEM: **LACK OF DEDICATED TEAM MEMBERS WHO UNDERSTAND THE COMPLEXITIES OF YOUR BUSINESS.**

One of the most frustrating experiences for shippers is reliable communication and securing after-hours capacity for shipments. These issues are often due to a lack of dedicated team members on the part of the carrier/3PL.

Due to the multitude of responsibilities placed on employees these days, shipping managers and supply chain leaders don't have time to chase down information and updates on their shipments. As a result, if issues are not communicated proactively, delays in receiving critical information are all too common. The more complex the shipment, the more likely it is that a lack of resources will result in issues.

Frequent scenario:

Many 3PLs do not assign a dedicated team member to your project, and then if they do, it may be a green employee managing the best they can until they can move up the ladder. Experienced Dedicated account teams are worth their weight in gold.

SOLUTION: **ASSIGN DEDICATED TEAM MEMBERS BASED ON THE NEEDS OF THE BUSINESS AND SKILLSET OF THE EMPLOYEE.**

Instead of hoping your shipment gets the attention it deserves, select a transportation service provider who will take the time to understand the goals of your business, and is willing to dedicate resources to your account to ensure your goals are met.

An individualized approach allows for a deep understanding of your business, enabling your 3PL partner to make decisions proactively, and minimize issues.

Instead of being forced to wait until the last minute to book your shipment, your dedicated team members proactively work with people in all stages of the process to understand what is required and secure the necessary capacity ahead of time, ensuring a fair rate and reducing the risk of mistakes, and over time, drive cost savings and efficiency gains into your supply chain.

3

PROBLEM: LACK OF DEDICATED CARRIER CAPACITY

Transporting goods from the United States to Mexico involves a complex process that requires information being filtered through people on both sides of the border, attention to detail, a thorough understanding of international regulations, and dedicated carrier relationships to execute the business.

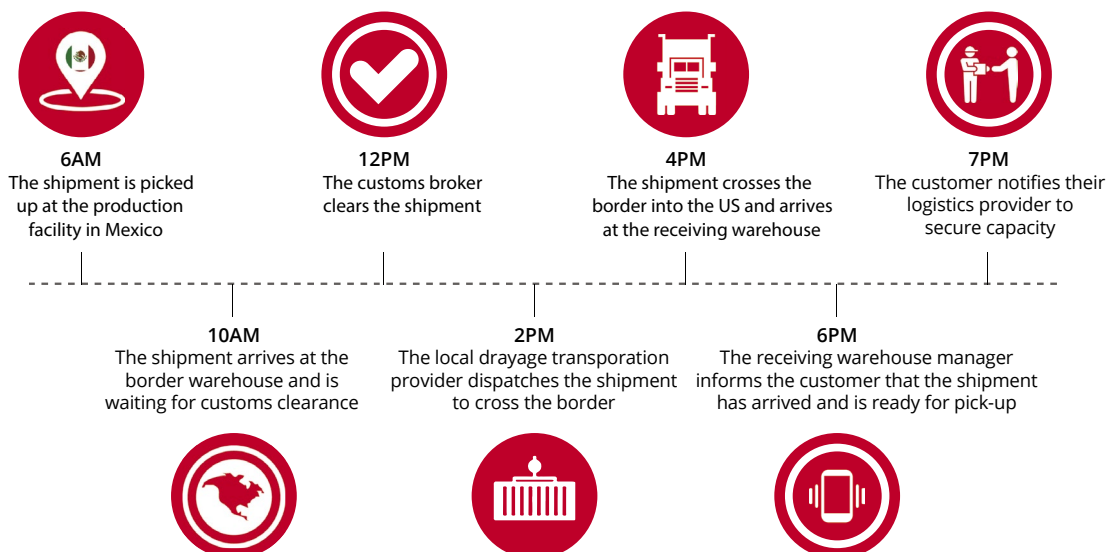
Timing is critical, as delays at the border can be extremely costly. When it comes time to secure capacity for a pick-up at the border, a breakdown in the chain of communication and a lack of dedicated capacity to execute the business will result in a delay getting products to the final destination.

Here's an example scenario of a cross-border shipment that might sound a little too familiar:

You receive the schedule for outbound shipments at 8:00 AM. Your team initiates the order assembly process, preparing them for shipping. By 12:00 PM, the orders are fully prepared for shipment, and you promptly inform your logistics coordinator that they can arrange for pickups by 1:00 PM. The logistics coordinator then begins to assess resource availability to ensure timely pickups before the 4:00 PM dock closure.

However, due to the narrow time window, they encounter constraints related to available resources, which hinders their ability to secure the necessary capacity. Consequently, the request is deferred to the following day, resulting in backlogs, disruptions, and the inefficient allocation of both time and resources.

Moreover, the challenge of arranging last-minute truck bookings, particularly during the afternoon, can lead to significant spikes in transportation costs.





If your 3PL Partner doesn't have dedicated carrier capacity assigned to your business, and they find out they have an order to pick up at 7PM, it's going to be extremely difficult for them to find a truck for same-day pick up and extremely expensive if they do.

As a result, the customer is forced to pay a premium charge for limited capacity or delay the shipment until the next day.

SOLUTION:
BUILD DEDICATED STRATEGIC RELATIONSHIPS WITH CARRIERS THE SAME WAY AS CUSTOMERS.

RJ Logistics will avoid these frustrating, and costly issues, by building relationships with carriers who have a vested interest in your business. By ensuring the carriers hauling your freight have "skin in the game" we create an organic sense of urgency and alignment on the definition of "success".

By taking the time to understand your business, the right 3PL partner will develop the carrier relationships needed to proactively secure capacity based on the information they are able to gather ahead of time.

Now, when a customer informs them that the shipment is ready at 8:00 PM, they already have capacity secured for a timely pick-up and delivery!



PROBLEM: **INSUFFICIENT CARRIER VETTING**

Unfortunately, fraudulent events exist in our industry. Double brokering, which happens when one 3PL knowingly (or unknowingly) outsources a customer's shipment to another 3PL, posing as a carrier. This scenario can be extremely costly, dangerous, and frustrating for all parties caught in the middle.

When 3PL's maintain insufficient carrier vetting practices, some of the negative results are loss of communication, poor visibility, reduced quality of service, increased risk of fraud, and even the potential of theft.

SOLUTION:

SELECT A 3PL PARTNER WHO UNDERSTANDS THE IMPORTANCE OF CARRIER VETTING AND INVESTS IN THE TECHNOLOGY AND RESOURCES TO ELIMINATE THE RISK OF FRAUD ON YOUR SHIPMENTS.

You deserve a 3PL partner who trains their employees to spot irregularities, and invests in technology that monitors carrier performance, insurance, etc...

From extra layers of technology to identify potential red flags to the willingness to build strong interpersonal relationships, your 3PL partner should go above and beyond to ensure your success.

RJ Logistics uses a 3rd Party Vetting System that is integrated with our system. (ELD - electronic logging device).



At RJ Logistics, we are committed to keeping shipments moving and meeting promised delivery times—even when it costs us more to do so.

If you're tired of getting the run-around, reach out to RJ Logistics and let's work together to achieve excellence.