

Case Study – BODYBUILDING.COM

Opportunity

- Shipper partially owned by private equity group
- Parcel and consolidated packages subject to increasing shipping costs
- All modes affected (Outbound, Inbound, Third Party, Returns)
- Year over year increases far above inflation and carrier projections
- Increasing stand-alone scale and portfolio consolidation increases leverage
- Increased international footprint improves metrics

Approach

- Consolidate portfolio to increase leverage
- Determine primary, secondary, and tertiary cost drivers
- Set price anchors based on industry data
- Provide RFP participants with robust, accurate dataset to reduce perceived risk
- Manage the RFP project using a systematic, organized process
- Encourage open, honest carrier communication
- Base final decision making on quantifiable objective data points

Result

- RFP resulted in carrier conversion
- Operational, administrative, and technological bottlenecks and hurdles overcome using established project management principles
- Final result:
 - ✓ Improved operational success
 - ✓ Improved carrier engagement and account management
 - ✓ Double-digit % cost savings
 - ✓ Superior agreement for today and for the future

