

# 5-step guide to smarter logistics

Deliver a better customer experience

# 5 steps to smarter logistics

## Deliver a better customer experience

In a competitive market, better customer service can be your prime differentiator. Your job may be serving internal customers within your own business, but ultimately, the end-customer is at the end of your supply chain.

For decades, we have provided shipping and logistics solutions throughout Europe. Today, we help our customers manage the ups and downs of today's markets with services for road, rail and ferry transport along with warehousing, 3PL and 4PL solutions.

Your logistics operation is the front line of interaction with the customer, and as such,

you can elevate logistics to deliver a better overall customer experience. We put this guide together to help you do that.

We gathered insight and opinions from across our organisation to create this short overview of smarter logistics in the 2020s.

We hope this guide will help you identify places for small improvements and ways to make big gains in sustainability, efficiency and agility.

**Niklas Andersson,**  
Executive Vice President,  
Logistics Division

### STEP #1

#### Heighten agility

Stay on your toes

### STEP #2

#### Reduce risk

Keep your guard up

### STEP #3

#### Increase transparency

Make your value clear

### STEP #4

#### Amplify sustainability

How to be greener & leaner

### STEP #5

#### Improve efficiency

Fulfil your potential



# 1 Heighten agility

## Questions to ask yourself

- Do I know enough about my customers' demand?
- Are there ways to improve utilisation of logistics configurations?
- Do I have the flexibility in capacity to support ups and downs?

### Stay on your toes

If your mission is to deliver a better customer experience, you need a responsive, tactical approach. When opportunities arise, or forecasts turn out to be inaccurate, you need a logistics partner that can help run your supply chain with the right mix of planning and agility.

### Get closer to your customer

New customers, new markets, new facilities – or all of the above? Multimodality is your keyword here, make sure your logistics partner offers the access to rail, sea and flexible road transport that you need. You should also examine how on-demand warehousing solutions can help ensure your product is close at hand when your customer needs it.

### Extend your options

DFDS provides access to a strong third-party logistics (3PL) network. As demand fluctuates, the ability to efficiently integrate 3PL transport, warehousing, cross-docking, inventory management, packaging, and freight forwarding will help you meet your customer's demand – both planned and unplanned.



### Case in point

## Dynamic warehousing improves lead times

**Client:** Leading European packaging board manufacturer

**Background:** The company has four peak seasons driven by their customers' production cycles.

**Challenge:** During peaks, volume can double while pressure on lead times increases.

**Solution:** DFDS transport the product from Sweden to the UK, where it can be delivered either directly from the port or from the DFDS warehouse.

**Result:** Meeting customer demand with increased flexibility and streamlined flow.

# 2 Reduce risk

## Questions to ask yourself

- In a crisis, can I move my goods flow into a more secure environment?
- Can closer collaboration with my logistics partner help reduce my risk?
- Can my customers supply information that will improve security in my supply chain?

### Keep your guard up

A risk assessment can help you plan for contingencies, but when it's time for action, you must consider the flexibility of your supply chain. When you face pressures such as pandemics, natural hazards and trade barriers, you need support from your logistics partner to help reduce risk. Whether it is time to become more granular and focus on region-specific issues, or to switch to alternative modes of transportation (as opposed to one lean and mean setup) – everything needs to be taken into consideration.

### Track and trace your company's reputation

Working with a logistics partner who can supply real-time data on location

and status allows you to guarantee the safe condition of your cargo through its entire journey. In addition to protecting your goods, actively reducing theft helps protect your brand reputation and the trust your customers place in your company.

### Shine a light on hidden risks

An open dialogue with your customers will strengthen your supply chain risk analysis. From re-routing to adding extra security measures in times of crisis, DFDS can help you act on your customer's insights to reduce risk across your transport flow.



## Case in point Securing cargo and reputation

**Client:** Multinational information technology company

**Background:** The client transports high value electronics to retailers globally.

**Challenge:** Needed to reduce risk in transport of high value electronics.

**Solution:** DFDS supply real time location and status tracking with a secure EDI interface.

**Result:** Theft has been reduced to safeguard both the client's brand reputation and bottom line.

# 3 Increase transparency

## Questions to ask yourself

- Do I have access to the real-time data I need to control cargo flows?
- How can I supply my logistics partner more information about plans and customer demand?
- How can I improve capacity utilisation through better data sharing?

## Make your value clear

To effectively identify problems and opportunities, you need timely information from your logistics partner about business interruption or other potential problems. At the same time, in order to improve capacity utilisation and deliver on expectations, you must share relevant information with your transport provider covering your plans and preferences, demand factors and fluctuations.

## Fill in the digital blanks

It's essential that unit-level tracking extends through your entire transport and logistics solution and that objectives are clearly communicated with 3PL suppliers. That requires

your core logistics partner to ensure alignment and compatibility of systems.

## Don't forget the human factor

When things haven't gone according to plan, you need a logistics partner who can find a reliable solution. DFDS provides personalised support, with access to account managers who have the authority to take action and get things done.



## Case in point

### Service that makes a difference

**Client:** Leading international frozen foods brand

**Background:** The client imports and distributes frozen goods in the UK.

**Challenge:** Poor results with logistics supplier in 2018 coupled with anxiety over Brexit.

**Solution:** DFDS could supply high frequency of services, a bigger cold chain network and improved traceability.

**Result:** DFDS deliver a reliable service backed up with strong customer support and SLAs.

# 4 Amplify sustainability



## Questions to ask yourself

- Can I optimise load utilisation through smarter scheduling?
- Which critical parameters and KPIs can I adjust to become more sustainable?
- Where can I find room for improvement in my current logistics flows?

### How to be greener & leaner

It's clear that a sustainable profile is crucial to staying competitive, but the best ways to become greener are often hard to see. You need a logistics partner who can help you spot opportunities that you may otherwise miss.

### Take a global perspective

With an overview of all the moving units, a proactive logistics partner will make it easier for you to utilise lower-carbon transport whenever possible. Solutions such as optimising capacity utilisation through smarter scheduling can allow you to cut emissions and operational costs at the same time.

### Demand access to data

Detailed tracking data will help you meet your customers' demands for sustainable practices, including a more precise calculation of the carbon footprint of your cargo flows.

DFDS can help you use IoT technologies to minimise loss of cargo and reduce waste, which is not only better for the bottom line, it has a positive impact on the environment and also supports UN Sustainable Development Goals.



### Case in point

## Greener solutions, improved operations

**Client:** Produce wholesaler

**Background:** The client felt increased anxiety around Brexit-related ground transport delays.

**Challenge:** Ensure time-sensitive delivery and minimise costs related to fuel and processes.

**Solution:** DFDS helped the client reroute from driver-accompanied trailers to mega ferry delivery.

**Result:** Trailers skip the Channel Tunnel queue with a reduced carbon footprint and lower operational cost.

# 5 Improve efficiency

## Questions to ask yourself

- How can I advance digitalisation in my organisation?
- Where can our supply chain be more flexible?
- Can I outsource the complexity of my logistics operation?

### Fulfil your potential

Do you need to reduce the total cost to serve your customers and at the same time provide better service? To achieve that, you must consider if you can be more flexible about serviceable hours, lead times, load frequency, capacity utilisation, and the modes of transport used in different markets.

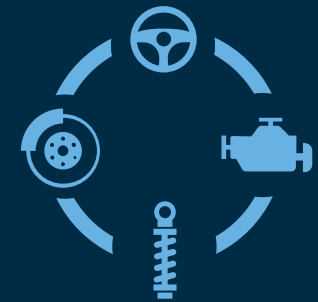
### Step into the future of supply chain logistics

Adopting new digital processes can be challenging. DFDS can help you keep your logistics “to the point”, with effective and easy-to-use digital tools for placing repeat orders, tracking your shipments and managing all the paperwork. With that groundwork laid, you can move forward to applying

increased automation to forecast outcomes, reduce costly errors and improve customer service.

### Offload complexity

By working with a fourth-party logistics (4PL) supplier, you can outsource much of the complexity of logistics. With a single point of contact, a 4PL partner can help you tighten up your logistics operation and deliver a superior customer experience.



### Case in point

## Optimal supply flow for lean product

**Client:** Major automotive manufacturer

**Background:** For over 20 years, DFDS Logistics has served the customer's plant in Scandinavia.

**Challenge:** Help keep the manufacturer's production as lean and efficient as possible.

**Solution:** DFDS provide a 4PL control tower and just-in-sequence (JIS) delivery of steel & components.

**Result:** Close working relationship focused on continual supply flow optimisation.

# A partner for smarter logistics

At DFDS, we provide transport and logistics solutions for a wide range of businesses. Our network consists of 24 ferry routes, 55 ferries, 8 port terminals, 9,000 trailer and container units, and 8,000+ local ferry and logistics experts across Europe.

Our logistics customers value our high frequency of services, agile approach and innovative industry-specific expertise. That's why thousands of freight customers trust us to move their businesses forward.

Want to get started today?

Get in touch at:

[smarterlogistics@dfds.com](mailto:smarterlogistics@dfds.com) >

A commitment to digital services is just one of the ways we enable smarter logistics. With our online booking system, My DFDS Logistics, you can create, edit, follow the status of your bookings, download invoices and proof of delivery.

We believe in long-term partnerships, leaving a positive footprint and growth that is truly sustainable. By choosing us as your logistics partner, you get exactly the service you need, wherever you meet us.



## DFDS's role in the Supply Chain



Factory or warehouse



Door-to-port



Cross-docking consolidation



Shipping



Customs clearance



JIT delivery



Road/rail transport



Distribution center



Last mile delivery