

CaseStack GOODSOURCE SOLUTIONS CASE STUDY

Good Source Solutions is a leading distributor of food to niche and special application markets that are challenged by budgetary constraints. Good Source strives to provide value to food programs in the corrections industry, schools, relief organizations and non-profit food agencies by designing unique products tailored to our specialized customer base. A key component of maintaining cost effective pricing is controlling shipping costs and ensuring faster, smarter delivery. So when it came to shipping the product, they needed a logistics provider with trusted experience in both complex shipments and competitive rates.

Enter CaseStack; a sustainability-focused supply chain innovator that provides logistics outsourcing services through an advanced transportation and warehousing system. This system, in combination with proprietary web-based software, provides end-to-end fulfillment services that enable customers to reap the benefits of a comprehensive supply chain without all the infrastructure costs.

The CaseStack Solution

A third-party food distributor working with a third-party logistics provider could make for intricate coordination, but when Good Source turned to CaseStack in 2006 they facilitated a solution that ensured seamless shipping.

“The shipping process for Good Source requires coordination and careful planning with meticulous attention to detail,” according to Good Sources’ CaseStack Sr. Account Manager Rhea Levin. “We have to make sure the shipper [neither Good Source nor CaseStack] puts accurate information on their bill of lading (BOL) or uses our BOL, so that each step is coordinated with the exact details.”

Since Good Source is placing the order and has hired CaseStack to arrange the transportation, it is essential the BOL is precise when the product ships to ensure proper processing of billing and class information, as well as accommodating all special delivery instructions.

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Integration and Simplification

When Good Source first began working with CaseStack, they contacted Levin to obtain rate quotes when they were out in the field. However, Good Source recently eliminated this step with an innovative technology solution. They implemented an updated software program that integrates CaseStack's rate optimizer with their web interface. Now, when the company's sales representatives are in the field and need to quote a shipment, they retrieve the relevant information from their own website, increasing efficiency and saving time. The web-accessible rate optimizer allows CaseStack and Good Source to focus their attention on customized receiving and timely deliveries and ensures the smoothest process possible.

Shipping Smoothly

This integration has facilitated ease of doing business between the two companies, as well as foster additional growth opportunities. The CaseStack's expertise makes the solution simple: cost-efficient transportation and effective technology integration equals successful logistics management. The 3PL's programs, in combination with a dedicated customer representative, provide superior service and deliver competitive rates to support the unique third-party to third-party relationship.

