



WESTGATE GLOBAL LOGISTICS



THE HIGH
COST OF
POOR SERVICE

THE HIGH COST OF POOR SERVICE

IS YOUR LOGISTICS PROVIDER HELPING OR HURTING YOUR REPUTATION?

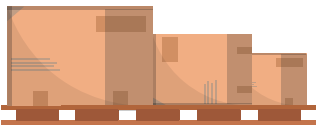
Recent statistics indicate that poor service could not only tarnish your company's reputation, it could potentially cost you future customers as well. New Voice Media recently researched the cost of poor service and found that it costs U.S. businesses a whopping \$41 billion annually in lost revenue. Not only will poor service cost you the current customer, research shows that most dissatisfied customers will share their bad experience and many will post a negative review online. Companies need to show consistent, efficient, and friendly service to retain and grow their business. An unreliable logistics provider could damage your reputation and cost you more in the long run by having to fix their mistakes.



95%
OF CUSTOMERS SHARE BAD
EXPERIENCES WITH OTHERS



54%
SHARE BAD EXPERIENCES
WITH 5+ PEOPLE



45%
SHARE NEGATIVE REVIEWS
ON SOCIAL MEDIA

Source: <https://www.providesupport.com/blog/real-cost-of-losing-customers-due-to-poor-customer-service/>

DOES YOUR PROVIDER MEET THESE CRITERIA?

I. IS YOUR PROVIDER EASY TO WORK WITH?

Having a logistics provider that understands, and proactively handles your shipping needs will prevent many mistakes from occurring. Is your provider a partner to you, looking for ways to mitigate potential issues which you and your customer may face? A knowledgeable and experienced team is able to root out and handle problems for you. This makes your business more streamlined, your customers happier, and makes you look good! Your provider should also be able to offer you creative solutions and stay involved along the whole process to ensure a seamless transaction.



2. DOES YOUR PROVIDER OFFER QUICK RESPONSE TIMES?

Speed is essential when considering delivery times. However, speed in responsiveness and communication of load status is perhaps equally, if not more important. Access to real-time analytics saves you time and allows you to offer superior service to your customers. A hiccup in your ability to reach your logistics provider or to access information about your shipment means a delay in quickly updating your client. No one likes to be bounced around a call center. Work with a company that provides the personal attention you need to save time and meet the needs of your customers.

3. IS YOUR PROVIDER CONSISTENT?

Consistency with on-time pickup and delivery is the most clear performance indicator available. When facing an out of the ordinary request, does your provider tell you it can't be done, or do they collaborate with you on customized solutions? An experienced and dedicated logistics service provider will treat you and your business as their own, dedicating the urgency and attention necessary to ensure your satisfaction. Don't settle for average when you could be benefiting from a higher level of service from a dependable partner.

Good customer service is good business. Make sure your logistics provider is helping your reputation and improving your processes to make your company shine.

Call Westgate Global Logistics for a complimentary review of your shipping needs and challenges!

An experienced logistics service provider will treat you and your business with the urgency and attention as if it were their own shipment.





Nowadays being an efficient shipper has received a ton of buzz, simply because of how much of a difference it can make in the costs of running a business.

But did you know, even with all the new mandates, pricing increases, and industry changes, you could still help manage your shipping expenses by paying attention to overlooked ways to improving shipping efficiencies? Some companies' freight budgets were being revised around the New Year in anticipation of the increase, and many began concentrating on improving dock processes after seeing losses of 8-10% due to inefficient shipping practices.

THREE OF THE MAJOR AREAS IMPACTING SHIPPING INEFFICIENCIES ARE:

ELD ENFORCEMENT

Understanding the ELD implementation can be critical to improving efficiencies in your business. Since the April 1st deadline for ELD implementation, the already tight capacity landscape was affected even more as many carriers chose to go out of service rather than accept the additional expense and training that surrounded regulatory compliance. Being proactive with our network of carriers by confirming available hours of service and ELD compliance helps us to be prepared in meeting our customer's desired timelines and in making sure all parties involved are on the same page.

SMALL CHANGES

Benefiting from small changes such as proper packaging and maximizing the pallet placement in trucks can have a positive effect on your freight savings and can also limit damage claims. Using standard size pallets (when the product allows) that are in sound condition and properly securing the items to the skid can minimize the number of trucks, and avoid potential damage and/or mishandling. Both the pallet preparation phase and the truck loading phase, can present cost-saving opportunities.

INEFFICIENT PROCESSES

Direct impacts from shipping inefficiencies in your processes are going to be felt with higher rate increases in 2018. For example, labor intensive requests on the pickup or delivery end are going to result in even higher rates as these additional services are going to be factored into the quotes. Also, with the additional hours of service constraints resulting from the ELD mandate, prompt loading and unloading procedures will be as important as ever in limiting freight costs and securing capacity.

Don't get left behind and get control of your shipping costs now. Inform yourself on how to best take advantage of your resources to help your business succeed!

Call us for a complimentary review of your logistics expenses.

800-637-8001

Delivering on our promises since 1983.



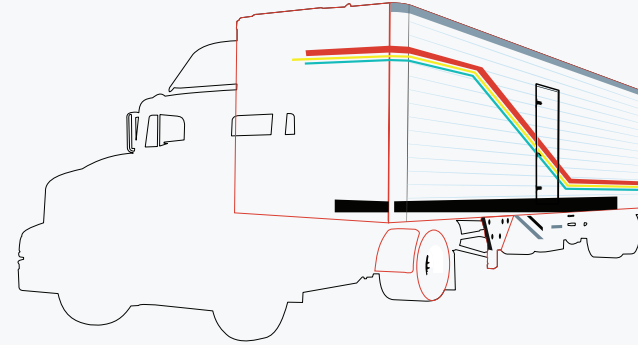
BEST PRACTICES SHIPPING & RECEIVING

WESTGATE GLOBAL LOGISTICS



Don't allow profits to slip out the back door!

USE THIS REVIEW TO INSURE YOUR RECEIVING AND SHIPPING PRACTICES CONFORM TO INDUSTRY BEST PRACTICES.



BEST RECEIVING PRACTICES:

- Ensure receiving personnel are trained in the proper receiving procedures.
 - For TL's, check seals on trailer doors before opening.
 - Inspect shipments upon delivery.
 - Only the person receiving and inspecting the freight should sign the delivery receipt.
 - Write proper exception (damage, loss) notations on delivery receipts.
 - Report concealed damage or shortages within seven days of receipt.
- In the event of Damage/Loss:
- 1) Retain all packaging until a claim is resolved.
 - 2) Notify carriers of claims and request and inspection.
 - 3) Read and critique a carrier's inspection report before signing.

BEST SHIPPING PRACTICES:

- Know what a carrier's liability limits are before shipping.
- Use only new packing material. (Use of used cartons or packing may limit your ability to receive full value for any loss or damage.)
- When necessary, verify the identity of the driver before loading his truck.
- Properly complete the bill of lading using correct NMFC classification descriptions.
- Clearly mark any special delivery requirements on the bill of lading.
- Make sure the driver clearly signs the bill of lading noting the total number of "outside" pieces loaded.
- Record in/out times on BOL to avoid disputes in detention/wait time.
- Never permit a driver to sign "shippers load and count (SLC)" unless he is signing for a sealed load.
- Make sure all dedicated trailers are sealed by your personnel.
- Record seal numbers on the bill of lading before it is signed.
- When shipping hazardous materials make sure the individual preparing and offering the shipment to the carrier is properly trained and certified to handle hazmat shipments.

By combining technology and expertise with steadfast alliances, Westgate Global is able to simplify your company's logistics challenges. Ask about our consulting services and unique Hazmat training program.

THE HIGH COST OF POOR SERVICE

WESTGATE GLOBAL LOGISTICS



**Align with a logistics
partner that looks out
for your business.**

**Call Westgate today for a
complimentary review of
your shipping processes.**

800-637-8001

Email us at sales@wgat-mail.com
westgate-global-logistics.com

ABOUT WESTGATE

Our passion for delivering exceptional logistics services is why we have continued to thrive in this constantly-changing industry for 35 years. Westgate's small, intimate structure helps us remain flexible and available to provide personalized solutions to our clients' issues. Our core values—honesty, integrity and trust—have allowed us to develop close relationships not just with our customers, but with a strong network of carriers as well, who we can depend on to meet our customers' expectations for service. See for yourself why businesses are depending on Westgate to improve their shipping processes and to keep them readily informed of industry trends.