FourKites Helps International Logistics Provider Improve Operational Efficiency

By prioritizing carrier compliance and adoption of FourKites' platform, Purolator International streamlined its operations both internally and externally, resulting in improved border crossings, reduced fees, better exception management and expedited customer service.

Purolator International is a third-party logistics company and subsidiary of Purolator Inc., a leading integrated freight, package and logistics solutions provider in Canada. The company specializes in transportation services between the United States and Canada.

Purolator International piloted its first carrier with FourKites in August 2017. Now, the company has a critical mass of carriers onboarded, with **nearly 90% of cross-border truckloads moving to Canada tracking in FourKites and directly accessible within their TMS.** By adopting best practices from their IT customer onboarding team, instituting daily load-level compliance in centralized dispatch, and hosting mandatory quality review meetings, the company is seeing best-in-class tracking consistency metrics.
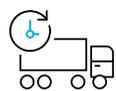
This commitment to compliance has built trust in the platform and allowed Purolator International to:

Realize substantial improvements in day-to-day operational efficiency

Reduce the frequency of delays occurring in transit and at border crossings

More effectively communicate with carriers

> **Supply chain visibility is key to meeting our customers' needs and increasing compliance with service level agreements (SLAs). By working with FourKites, our carriers are aligned to common goals and we are able to get thorough reporting to understand how truckloads are performing from both a compliance and consistency standpoint."**

ALEX YEE
U.S. NETWORK CONTROL MANAGER
PUROLATOR INTERNATIONAL

Improved Efficiency for Customer Service Teams

FourKites enables Purolator International's dedicated customer relationship representatives (CRRs) to track customers' load directly from their TMS, allowing them to identify a truck's location and estimated arrival times without reaching out to their central dispatch department. This new process eliminates a large volume of unnecessary emails and allows teams to focus on more effectively managing true exceptions.

With FourKites, the time spent investigating customer track and trace calls has been reduced to just a click of a button.

Seamless Border Transitions

Since Purolator International frequently moves freight between the United States and Canada, real-time visibility allows the company to reduce delays at border crossings.

For example, one Purolator International CRR recently noticed that a truck was headed toward a different border crossing facility than originally planned. Prior to using FourKites, this detour would have come to light only once the truck reached the border - or worse, when the customer called to ask why the delivery was delayed. The ability to track the truck's progress in real time allowed Purolator International to proactively adjust its paperwork as needed for the new border crossing facility, and sidestep a major delay in transit.

ROADBLOCK

PROACTIVE DETOUR

ON-TIME DELIVERY
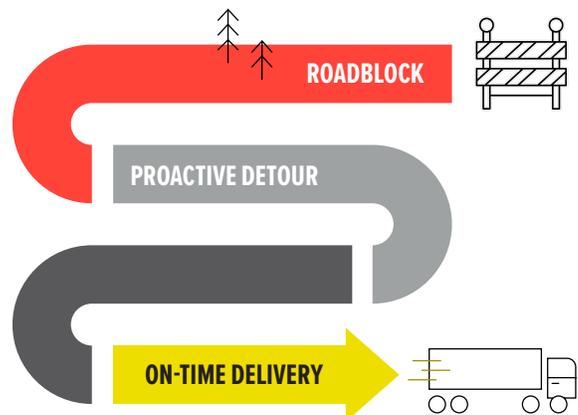
Reduced Carrier Disputes

With up-to-the-minute visibility, FourKites serves as the objective date, time and location tool for Purolator International's truckload operations, allowing the company to improve its dispute resolution process between carriers and customers.

In one instance, a load arrived at the delivery point and could not be delivered; the carrier charged Purolator International a $400 redelivery fee. One of Purolator International's transportation managers checked the tracking history in FourKites and discovered that not only did the driver depart the pickup 30 minutes late, but he didn't register at the geofence surrounding the border crossing until well after his scheduled appointment. After sending this information to the carrier's operations center, it was eventually determined that the driver was unfortunately delayed, having arrived after the delivery window, and the redelivery fee was dropped.

> **"Because we're constantly monitoring loads, we're able to react quicker than waiting for the carrier to let us know when the load is running late. If we do see an exception that a load is running really late on FourKites, it prompts us to reach out to the carrier to give us an update on what's going on."**

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About Purolator International

Purolator International specializes in the air and surface forwarding of Express, Freight and Parcel shipments, customs brokerage, and fulfillment and delivery services to, from and within North America. Purolator International has received numerous industry awards for its superior service and innovative solutions, including "100 Great Supply Chain Projects" by Supply & Demand Chain Executive magazine, "Top 100 Great Supply Chain Partners" by Supply Chain Brain magazine, "Top 100 3PL Providers" by Inbound Logistics, and Logistics Management's "Quest for Quality Award. Purolator International has an extensive network of locations in key US markets.

About FourKites

FourKites is the largest predictive supply chain visibility platform, delivering real-time visibility and predictive analytics for the broadest network of Global 1000 companies and third-party logistics firms. Using a proprietary algorithm to calculate shipment arrival times, FourKites enables customers to lower operating costs, improve on-time performance, and strengthen end-customer relationships. With the largest proprietary network of GPS/ELD device partnerships, FourKites covers all modes, including truckload, LTL, ocean, rail, intermodal, last mile, and parcel. The platform is optimized for mobile and equipped with market-leading end-to-end security.

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