

BDP Solutions

Providing improved efficiency and increased control of operations for global chemicals manufacturer

Case Study

Services & Technologies Used

- Ocean Freight Forwarding
- Full Commercial Documentation Services
- Supply Chain Visibility
- Spot Airfreight Shipments

Challenge

One of the world's largest plastics, chemicals and refining companies was using multiple freight forwarders and logistics providers for their European ocean exports. This resulted in a challenging supply chain process. The Company's performance is based on a dedication to operational excellence, so it was important to find a solution that would provide improved efficiency and increased control of their operations.

Solution

An RFQ was issued by the chemicals manufacturer to major logistics providers operating in Europe, including BDP International.

To ensure the most complete and detailed response BDP's Directors of Sales for Europe coordinated a team that included the company's Managing Director for Europe, Country Managers and Operations Managers throughout Europe, as well as BDP's Transportation team.

The key was not only providing competitive rates but also to make sure BDP fully understood the client's business, processes and challenges.

"We wanted to offer the most effective and cost-competitive solution for every trade lane, along with our commitment to excellence in freight forwarding, documentation and trade compliance services. We needed to make sure that the

customer felt comfortable and confident that we could," BDP's Directors of Sales said.

The result was a complete, consistent and professional proposal.

Service excellence

After reviewing the responses, the client decided to select a single provider for all its Europe operations: BDP International.

"Having 20 loading locations in Europe, we decided to select a single provider to standardize our operations across several countries. One provider will allow for more efficient vendor management and coordination," the client's Procurement Manager Ocean Export said.

"As a company that focuses on reliable and measurable performance, the feedback on BDP's operations performance... was very good, so we knew in advance that one of the selection criteria was met: excellence in service"

Procurement Manager Ocean Export - Global Chemicals Manufacturer

Why BDP? According to the client there were two reasons: reputation and rates.

“As a company that focuses on reliable and measurable performance, the feedback on BDP’s operations performance during the period working with one of our business units was very good, so we knew in advance that one of the selection criteria was met: excellence in service,” the client said.

“We wanted to improve efficiency in our operations. During the interviews we believed that BDP was going to bring professionalism, forward-thinking, smart solutions and an open and flexible attitude. These values were considered to be foundations to enable us to move forward.”

BDP also provided the best rates throughout the competitive bidding process.

“Although we are developing our own visibility system through independent tools, we always appreciate that a provider has sophisticated and up-to-date technology available to support our operations and add visibility to our supply chain, when and where we need it. BDP has those tools,” the client said.

Delivering on a promise

It is not uncommon for issues to occur during the implementation process.

When asked if his company was satisfied by the services provided by BDP, he said, “Absolutely. It was the first time for us that a logistics provider came up with a proposal for a transition and implementation plan. We mutually designed the plan and followed up with regular review meetings.

“The process was quickly under control. The transition and implementation of the business was handled in a proper and organized way, which impressed us,” he added.

What are the primary capabilities the client looks for in the selection of a transportation and logistics resource?

“Cost competitiveness, easy to work with, knowledgeable, flexible, the skills to recommend process improvements, and of course the ability to meet our needs,” he said. “BDP gives us those tools.”

How the chemicals manufacturer benefits from working with BDP

- Systems excellence to support business
- Experienced staff
- Forward-thinking focus
- Flexibility
- Proactive approach

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Global Logistics & Transportation Solutions