

## CASE STUDY

# How PDG Went From Flying Blind to Outperforming



### The Problem:

## Flying Blind on Important Bookings

When the supply chain started getting jumbled up, and it was difficult to get containers and bookings, and pricing started going crazy, Plastic Development Group (PDG) had to expand the number of freight forwarders they worked with. And that's when they knew they needed OpenTrack.

At a certain point they were working with 13 different freight forwarders, some of whom were based in China and were not accustomed to providing visibility. As a result, PDG was flying blind on many of their important bookings.

They decided enough was enough, and got to work finding a visibility solution that would meet their needs. Within a day, they found 3 different visibility providers. OpenTrack was by far the most responsive, getting them started with a full visibility solution within 72 hours.

Not only that, but OpenTrack was the most robust of all the different solutions they tried. When it came to high-quality visibility, nothing could beat OpenTrack.



## The Solution

# Amazon-like Tracking for Freight

When PDG first set out to find a visibility product, they compared OpenTrack to two other leading products. OpenTrack was the clear winner on two counts: Data Quality and Customer Service.

No one could beat OpenTrack on the completeness and accuracy of data on each and every Master Bill and container. When PDG loaded a Master Bill into OpenTrack, within seconds they knew exactly where their most important shipments were, whether there were any holds or delays, ETAs to destination, and much more. OpenTrack's anomaly detection is second to none in the industry, and allows for higher data density and accuracy than any other solution.

Not only that, but OpenTrack got them started in less than 72 hours from the moment they got in touch. This was much faster than any other visibility provider. OpenTrack's responsiveness was exceptional, all the way from initial contact to using the system daily to track PDG's most important shipments.

These two factors, higher data quality and unparalleled customer service, made OpenTrack the obvious choice for PDG's visibility needs.





## The Results

# The Best Data and Customer Service in the Market

Once they started using the platform, they realized that the benefits from OpenTrack were bigger than they expected. These benefits fall into three categories:

- ▶ Customer service productivity
- ▶ Customer experience
- ▶ Reduced demurrage and detention costs

When it comes to customer service productivity, OpenTrack helped PDG improve their time to retrieve answers for customers. When you cut the time to answer questions from hours down to seconds, you can start to see massive improvements in the efficiency and productivity of your customer-facing teams.

Not only that, but the customer experience became better because PDG could proactively send updates on shipments, instead of waiting for customer questions. Customers are happier when they feel like you're looking out for them – and with OpenTrack's proactive notifications and reports, it's easier than ever to keep customers informed.

Finally, PDG needs the level of visibility they get from OpenTrack in order to stop demurrage and detention fees before they're incurred. With OpenTrack, PDG gets a report sent immediately whenever a container has a last free day (LFD) within the next 48 hours, so they can always avoid fees. Losing visibility on a container could mean fees accruing for days or even weeks. With OpenTrack, PDG no longer has to worry about demurrage and detention fees sneaking up on them. Armed with real-time information, they can take action to prevent fees from incurring, resulting in big savings.

To discover the impact the right visibility solution can have on your supply chain logistics and overall profitability, contact OpenTrack today.