



CASE STUDY

## **HOW CONSISTENCY BUILT A DYNAMIC RELATIONSHIP WITH INTERNATIONAL FOOD BRAND**

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When dealing with perishables, you need consistency and reliability to ensure timely deliveries and the freshest product.



## THE STORY

The partnership Covenant has been able to cultivate is a testament to the importance of reliability and trust in business. A national food brand specializing in consumer and pet food needs consistent and reliable service providers to meet time-sensitive deliveries. They have specific benchmarks the carriers need to meet, and that's why they rely on Covenant. This relationship started at the height of the COVID-19 Pandemic in 2020 and has evolved over the years as a Brokerage focused account that feels dedicated.

## THE CHALLENGE

The company evaluates its carriers through a tier system 1-4 that considers the carrier's performance. The carriers must consistently reach specific benchmarks or risk losing their business with this company. Because food transportation is essential to their success, all freight must be refrigerated, which is time-sensitive due to the potential of spoilage. Missing a delivery deadline could result in supply chain distribution for the company and lost revenue for the carrier. The carriers must maintain a 98% acceptance rate or higher to be consistently considered for freight. With these high standards in place, the company can ensure that the carriers are reliable and efficient, ensuring the success of their business.



# LOGISTICS SOLUTIONS USED



**DEDICATED  
CONTRACT  
CARRIAGE**



**CAPACITY  
SOLUTIONS /  
BROKERAGE**

## THE PARTNERSHIP

Their partnership with Covenant started at the height of the COVID-19 pandemic in 2020. Initially, it was a transactional relationship focused on handling limited shipments, but over time it has evolved into something much more. Despite being a primarily transactional relationship, the company trusts us and views our partnership as dedicated. This is due to our reliability and consistency in meeting their high standards for customer satisfaction. We currently have a 100% acceptance rate for freight with them, which ensures budgeted costs for the company and consistently high rankings, putting us at tier 1 or 2 consistently.

Covenant is ecstatic to have grown this relationship into other sectors of our business throughout the years. We know that with our **flexibility and commitment** as a complete logistics partner, there are other success stories yet to come out of this relationship!

### THE CUSTOM SOLUTION:

- Provide **dedicated and consistent** capacity
- Monthly **KPIs** & reviews for **Continuous Improvement**
- Consistent **Budgeting** and **Acceptance Rate**
- Providing the necessary services for the **betterment of the company and our partnership**



Learn how Covenant can help  
address your supply chain needs.

