



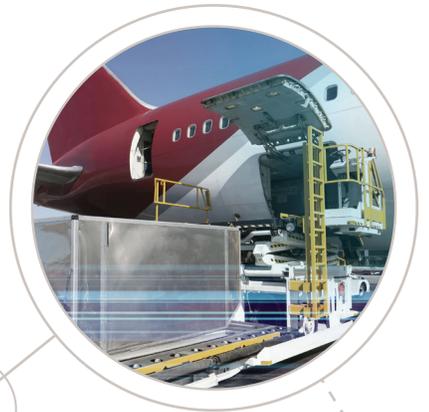
SEKO LOGISTICS REDUCES CLAIMS AND DECREASES TIME IN TRANSIT FOR HOME DELIVERY



A leader in top quality, name brand electronics since 1983, Electronic Express *makes it happen* for customers. But, when faced with consistent freight forwarding damage claims, they were in search of an answer. Double-boxing served as a transition, however, with a 3.5% damage rate, still proved to be unacceptable. In search of a solution, SEKO Logistics thought 'outside the box' and reached out to the area's primary airline to develop a solution.

Benefits of the SEKO Solution

- Reduction claims and damaged goods to less than 0.5%
- Increased efficiency and improved time in transit
- Fast eCommerce solution for large consumer electronics and other items
- Increased expansion opportunities



“ The customer is thrilled! In looking for a solution, we tried to approach things from a continuous improvement standpoint. We wanted to improve time in transit and reduce damages and we found that this works, and you can save money! ”

Tom Petty, Strategic Client Director, SEKO Logistics

THE ELECTRONIC EXPRESS STORY

The Challenge

Electronic Express was shipping ground, which resulted in damaged goods and delays due to order reconciliation. As a customer-focused organization, they needed to see a reduction in claims, as the damaged goods created very unhappy customers and claims were beginning to effect their bottom line.

The Solution

Per the client's request for a simple solution, SEKO Logistics directed a distribution study and discovered that shipments followed the 80/20 principle. The SEKO Solution transforms ground home delivery into an air freight solution for shipments that fall between parcel and heavyweight. Electronic Express is now identified as a known shipper to their local airline and is provided with a signed consensus upon shipment drop-off.

The Result

After a completely successful trial focusing on Texas/California shipments, Electronic Express expanded the SEKO Solution to include everywhere that a direct or connecting flight was available. The results have been "fantastic" - claims have been greatly reduced and time in transit has drastically improved.



WHAT NEXT?

To find out how SEKO can help you transform your business,