

Retail Solutions... Your Way.

One of the largest grocer and food service suppliers.

One of the largest grocer and food service suppliers in the country consists of four divisions. Historically, each division negotiates and chooses its own carrier base. But after years of decentralized decision-making, the company bid the business as one contract in 2005.

A team of three Roadway sales professionals presented a proposal to the company. They showed the company that Roadway understood the grocery industry and could tailor solutions for their transportation issues.

Roadway offered ways to add value to the company's distribution. These included:

- > Facilitating prepaid routing compliance.
- > Managing inbound prepaid routings.
- > Utilizing local relationships with the company's vendors to drive compliance.
- > Consolidating shipments to help facilitate deliveries.
- > Leveraging industry best practices to improve business processes.

The company operates multiple facilities and expected high-quality customer service for each. Roadway met that requirement with its network of Customer Care Teams, which provide local and proactive customer service.

Roadway understood the transportation issues unique to grocery and food service suppliers, had ideas for improving the transportation function, and provided local customer service. The final piece was price. Roadway offered a unified pricing program favorable to all four of the company's divisions.

At the start of the bid process, the company had not planned to give all of its business to a single carrier. After evaluating the advantages and solutions a partnership with Roadway could bring, the company awarded all of its business to Roadway.

Roadway[®]
your way.