



CASE STUDY:

TRAFFIX' STRATEGIC APPROACH PROPELLED AHF FROM GOOD TO GREAT

Flooring solution manufacturer **AHF Products turned to TRAFFIX to apply a strategic approach to their logistics**, helping them transition from largely manual, mistake prone, and time-intensive processes to a streamlined operation with high level, accurate reporting and visibility, improving their on-time deliveries and overall customer satisfaction.

TRAFFIX has advanced AHF's supply chain with modern technology and expert support. Additionally, they are assisting with AHF's recent acquisition, upgrading their newly acquired Tennessee location from outdated spreadsheet technology to a modern TMS.

BEFORE TRAFFIX



Before TRAFFIX, we had our own internal transportation team and we were managing things fairly well, but once we started working with TRAFFIX, our eyes were opened by what can be achieved with modern technology, advanced reporting, strategic carrier management, and their expert support”.

AHF's in-house transportation department handled all aspects of their logistics operation, including customer account management, load tendering, and carrier management. **Despite things going well, AHF was working with an outdated, manual system lacking accurate reporting capabilities.** When issues arose, which can happen occasionally with AHF's large shipping volumes, their team spent excessive time resolving them. Additionally, they often struggled to identify carriers with poor on-time performance and semi-frequent freight claims.

Recognizing the need to modernize their supply chain operation, AHF put their business out to bid in 2023, going through a months-long process of supplier interviews and negotiations, **ultimately selecting TRAFFIX as their managed transportation partner.** When asked why they chose TRAFFIX from the list of suppliers vying for their business, they said:



We were impressed by the level of service TRAFFIX could provide, the customers they serve, and their comprehensive suite of services. We found we had a great connection with their team, and that made us feel very comfortable throughout the whole process. It took us several months to make a decision, but ultimately, **we trusted TRAFFIX to get the job done. Moreover, we believed they genuinely cared about our business”.**



During the RFQ process, AHF discovered the tools they had been missing in their operation: **reporting dashboards, a user-friendly, feature-rich cloud-based TMS that required no upgrades, and carrier scorecards.** These tools highlighted areas where they could enhance their business and improve customer service.

TRAFFIX MANAGED TRANSPORTATION SOLUTION



Not only does TRAFFIX excel in day-to-day operations, but they handle supplier management very well. We saw a significant improvement in reporting compared to what we were doing. Our TRAFFIX dashboards tell us exactly where our money is going, how we are spending it, and which carriers are doing a great job, and which ones are under performing”.

THE TRAFFIX SOLUTION INCLUDED:

- ✓ Fully supported TMS integration with AHF's existing ERP.
- ✓ Customized reporting and dashboards.
- ✓ Supplier score carding and carrier management.
- ✓ Customized training videos and support.
- ✓ Carrier RFP implementation, negotiations, and contract management.
- ✓ Day-to-day account management and operational support.
- ✓ Advanced supply chain analysis and development of cost saving strategies.



AHF'S TRANSFORMATION



We expect a huge transformation at the Tennessee location. Six months from now, it's going to be a completely different organization there.”

So, how is AHF's supply chain operation different today than it was before TRAFFIX?

- ✓ They transitioned from a manual, error-prone, antiquated system to an **always up-to-date, cloud-based, feature-rich TMS**.
- ✓ Upgrading from their previous system, which lacked accurate reporting, they **now have comprehensive, customized dashboards providing detailed insights** into their transportation spend and network performance.
- ✓ With supplier scorecards and an experienced vendor management team, they identified underperforming carriers, implementing performance-improvement plans or terminating contracts, decreasing freight claims, and **improving on-time performance**.
- ✓ Improved service with the right carriers has **elevated the level of service they provide to their clients**.
- ✓ AHF's customer account managers and sales reps now source rates from their new system daily, **confident in their accuracy and reliability**.
- ✓ Customized training videos and support enabled AHF to **quickly train their existing team on the new systems** and efficiently onboard new employees.
- ✓ **TRAFFIX' account management team consistently reviews AHF's supply chain**, seeking opportunities for cost savings and operational improvements.

Finally, TRAFFIX is assisting AHF with the acquisition of their new bolt-on location in Tennessee, which was operating on an outdated, spreadsheet-based system that frequently crashed. **Over 200 employees have already been trained at the new location using the customized training tools developed for AHF by TRAFFIX.**

SAVE 18-25% ON YOUR FREIGHT SPEND IN JUST THE FIRST YEAR



I would say we had a pretty high level of customer service before, but with TRAFFIX, it's at 99% or better. Do things still go wrong sometimes? Of course. With the volume we ship, it would be impossible for everything to be perfect all the time. But when things happen, most of the time I don't even need to hear about it. Their team just takes care of it".



While AHF's supply chain was good before implementing the customized **TRAFFIX Managed Transportation Solution**, the transition has elevated their operation and customer service to new heights. With in-depth visibility into spending and supplier performance, AHF can now make strategic decisions to propel business growth. Their sales team benefits from a user-friendly quoting interface, ensuring accurate and reliable rates for clients, and training staff has become effortless with customized training tools built specifically for the AHF team.

To learn how TRAFFIX can optimize your supply chain, modernize your systems, and save you 18-25% on your freight spend in just the first year, contact our team today at www.trafficx.com/ship-with-trafficx



It was hard to step back and look at the big picture, being in the minutiae on a day-to-day basis. We weren't able to accomplish what we can today with TRAFFIX as a partner".



There has never been a time where I went to their team with a problem and didn't hang up the phone with a solution, which just shows that TRAFFIX is clearly an industry leading expert in this field".

To learn more about our managed transportation solutions, please visit

www.trafficx.com/service/managed-transportation



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