

CONSUMER PACKAGED GOODS



OPPORTUNITY

A manufacturer of consumer packaged goods (CPG) was experiencing tremendous growth in its U.S. supply chain. As the company prepared to launch its product lines in big-box retail stores, it needed a general operations plan and a supply chain strategy to forecast and respond to demand.

SOLUTION

XPO's solutions design team determined that this client would benefit by being incorporated into one of our existing campus environments. Using our infrastructure, we were able to initiate operations quickly to meet critical timeframes and handle the increased volume. XPO went live with IT systems and the necessary EDI transactions for this client within 60 days, accommodating the requirements of the big-box retailers and omni-channel outlets.

Leveraging our existing management and CPG operations staff, XPO delivers the results our client needs to grow: effective inventory management, a comprehensive parts master plan, routing guides and a quality-focused general operations plan. A dedicated XPO customer service representative is based at the operation to serve as our liaison with the client's home office, giving us even more agility in meeting fluctuations in demand.

In addition, XPO has established a dedicated value-added services and returns operation within the campus to handle consumer returns, kitting, re-boxing, direct-to-consumer shipping and displays. Our team builds specialized kits and pallet display modules and handles numerous SKUs, from food and beverage items to Hazmat products.

RESULTS

By leveraging one of our existing logistics campuses, XPO has been able to flex the space utilized by our client by more than 200% during holiday seasonality, shipping product to over 700 retail locations across the country.

Our cross-functional campus environment accommodates multiple clients with complementary peak seasons, enhancing flexibility and responsiveness. This labor-sharing approach has reduced overhead costs for our clients and allowed XPO to retain employees during volume decreases, with faster and more consistent ramp-ups on demand.