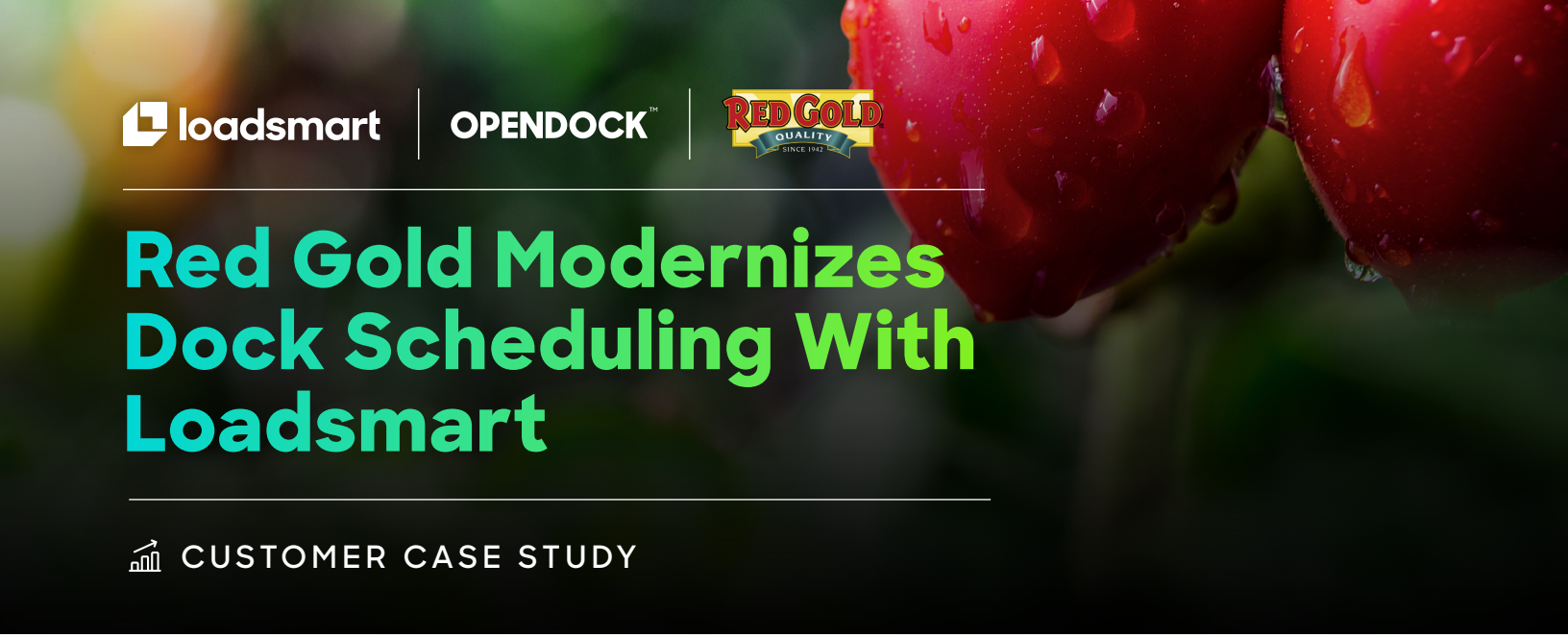


loadsmart | OPENDOCK™ | RED GOLD QUALITY SINCE 1942

RED GOLD MODERNIZES DOCK SCHEDULING WITH LOADSMART

CUSTOMER CASE STUDY



loadsmart | OPENDOCK™ | RED GOLD QUALITY SINCE 1942

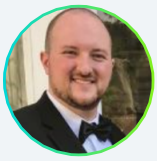
Red Gold Modernizes Dock Scheduling With Loadsmart

CUSTOMER CASE STUDY

Loadsmart's technology and services modernize how Red Gold operates its logistics—saving time and money while adding resilience to its supply chain.

ABOUT RED GOLD

Red Gold is known for manufacturing some of the freshest, best-tasting tomato products in the world! You can find Red Gold products on grocery store shelves across the country as well as in schools, hospitals, and sporting centers. With such an extensive customer base comes enterprise-scale logistics needs. In order to improve its logistics function, Red Gold uses the full suite of Loadsmart's technology and service offerings. We will explore how Red Gold's partnership with Loadsmart has enhanced efficiency, service, and improved resilience throughout the value chain.



ABOUT JAMES POSIPANKA

James Posipanka is Red Gold's Supply Chain Manager - Logistics. He has over a decade of experience in the logistics industry and has been at Red Gold since 2017. James oversees everything from orders coming in from customers through orders being received at customers' facilities. He works in concert with Red Gold's sales staff to make sure anything supply chain-related is executed efficiently.



ABOUT ERIC HAYWOOD

Eric Haywood is the Logistics Supervisor at Red Gold where he manages the outbound logistics team. Before joining Red Gold, Eric worked in a carrier operations role in the 3rd Party Logistics industry. Eric's day-to-day involves coordinating the processes and activities of Red Gold's logistics representatives and ensuring the efficient and effective movement of goods.

Learn More About Loadsmart

OPENDOCK

The Red Gold team was looking for a way to modernize appointment scheduling for dock space and appointments at their DCs. Originally, they were taking most appointments by phone and some by email. There were no clear parameters to when customers were to pickup orders, and carriers were scheduling at their discretion, not based on Red Gold's actual availability or resources. This process was slow and frequently resulted in long dwell times, overwhelmed docks, and delays in pickup/deliveries.

Red Gold decided to implement Opendock, a platform well-known in the industry for making dock management simple, reliable, and carrier friendly. **Now, 100% of carriers book more than 60k appointments with Red Gold through Opendock annually!**

Now, 100% of carriers book more than 60k appointments with Red Gold through Opendock annually!

RESULTS WITH OPENDOCK

REDUCED MANUAL PROCESSES

The clerks at Red Gold's distribution centers took hundreds of phone calls daily and read through thousands of emails each week just to schedule appointments. Now, all carriers can schedule their appointments online through Opendock. No more phone calls, leaving voicemails, or waiting hours for an email reply. Carriers can input their shipment info and book from the available times at the Red Gold facility.

According to James Posipanka, *"From a data entry standpoint, **this really frees up our clerks' day**. Now, our clerks focus on the exceptions, like when a carrier can't get the time they need or when someone needs to reschedule, rather than spending all their time doing manual input on the front end."*

INCREASED THROUGHPUT

Red Gold has drastically reduced the amount of time it takes for a carrier to book an appointment. With Opendock, appointments are scheduled 1-2 days out instead of with double-digit day lead times. **Red Gold reports a 90% reduction in lead times for appointments!**

James adds, *"**Our case throughput has increased 18%** since we adopted Opendock! We would not have been able to handle this amount of volume through our distribution center beforehand."*

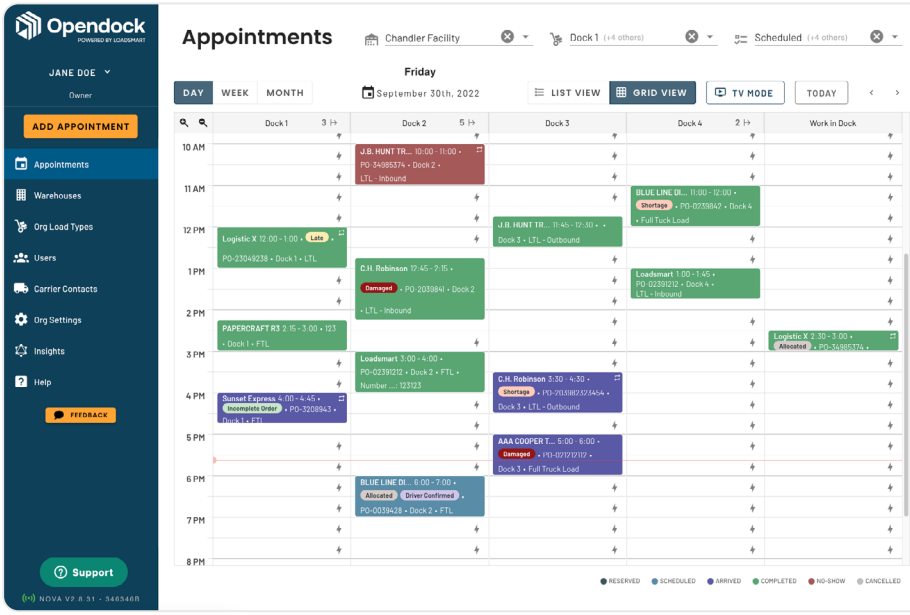
This increased throughput has also helped Red Gold handle shifts in demand caused by seasonality. *"It got to the point where, during peak seasons, if a customer placed an order today, they couldn't get an appointment at our dock for 2 weeks. Before Opendock we had to handle a lot more emergency situations."*

"Our case throughput has increased 18% since we adopted Opendock! We would not have been able to handle this amount of volume through our distribution center beforehand."

– James Posipanka (Supply Chain Manager - Logistics, Red Gold)

FEWER DELAYED SALES

With fewer delayed shipments come fewer delayed sales. An unexpected benefit of Opendock was the reduction in delayed sales. Many orders sat sometimes for months, causing delayed sales and impacting Red Gold's bottom line. Now, clerks can easily see which shipments don't have pickup appointments scheduled and are equipped with the information they need to address issues.



LESS DOCK CONGESTION

The picking, prepping, and staging of shipments were previously done at the time of the order. With orders sometimes not being picked up for weeks, there was a lot of congestion on the dock. Now, Red Gold knows exactly which orders need to be staged for loading and by when because it's easy to see pickup schedules. This also helps lessen congestion in the yard as fewer trucks pile up waiting to be loaded.



BETTER COMMUNICATION WITH CUSTOMERS

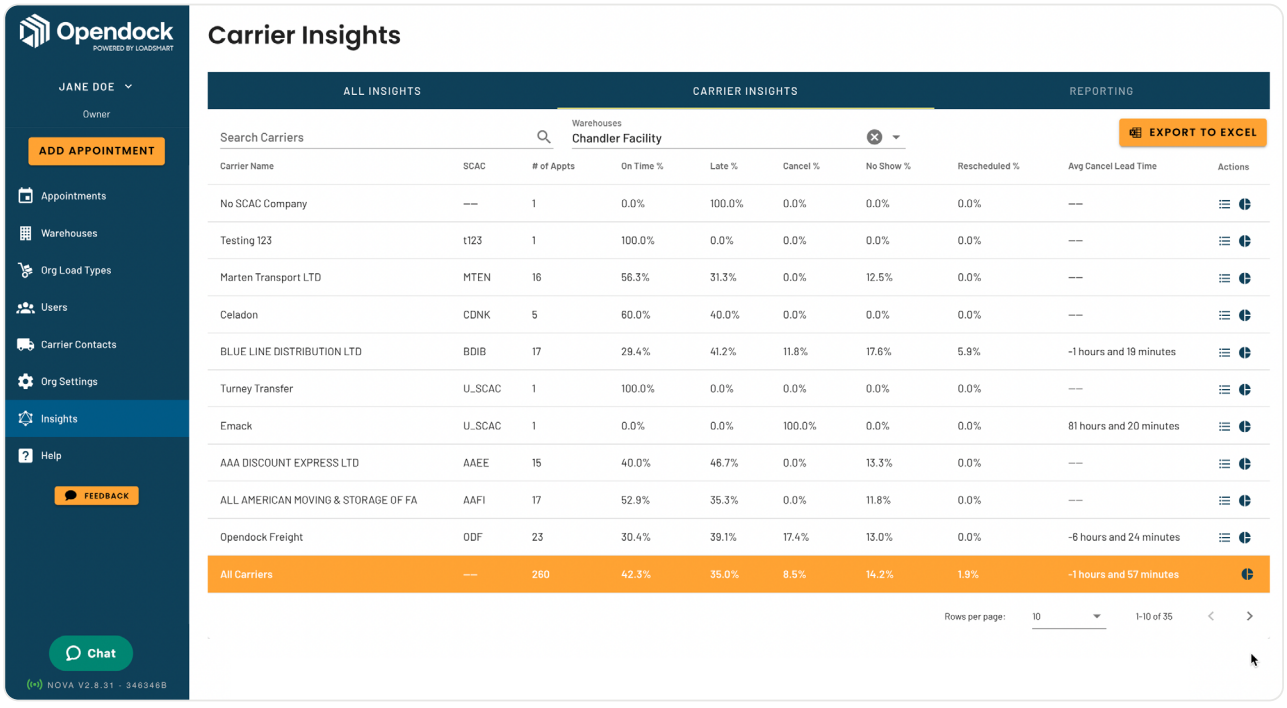
"With Opendock, we're able to see right away which orders are in and which ones are scheduled to pick up. We can see who has missed a pickup, and we're able to get this information back to our customers on a daily basis, improving customer satisfaction as well as execution," said James. *"It's easy for our team to say, 'Hey, your order doesn't have an appointment scheduled,' or 'You've missed your pickup and need to reschedule.'"*

Red Gold is even helping its large distribution customers bridge gaps between logistics and purchasing departments. *"Now, we can help purchasing staff understand the delays on the logistics side, and the logistics staff understand exactly when their order is needed and what they need to do at our facility to come and get it."*

IMPROVED CARRIER PERFORMANCE

Tracking carrier performance has become simple with Opendock. *"We were able to look across our entire carrier base and determine who we were having issues with. Our team uses Opendock's On Time Pickup Performance data on a daily basis to inform our decisions on who to hire and who to require improvements from,"* said James.

"Performance is a big deal for us. It's also helped us make the case to our customers when they come to us with a complaint that is beyond our control. Since 50% of our shipments are customer pickup, we're able to show them exactly why a shipment is late and help them go back to their carrier to make improvements."



ACHIEVING 'SHIPPER OF CHOICE' STATUS WITH CARRIERS

Giving carriers an easy way to book dock appointments and getting their drivers in and out of the yard on time helps build a positive reputation. Carriers are better able to ensure their drivers aren't going over their hours of service and their back offices can rely on an easy appointment scheduling platform.

"When we rolled out Opendock to our carriers we expected a lot of questions," Eric said. *"None of our carriers asked for directions, which was unbelievable. We put it in front of everyone, and they figured out how to use it!"*

James added, *"The current transportation market is extremely shipper-friendly and has been for the past 18 months. Now is the time for us to plan and prepare for when it swings the other way, and carriers can choose which customers they want to work with. When that happens,* ***we want to be a 'Shipper of Choice.' By putting these strategies and processes in place now, we'll be successful when the market does flip.***"

Schedule a demo to see how Opendock can transform your dock efficiency.

REQUEST A DEMO

Learn More About Loadsmart



WE ARE LOADSMART

Loadsmart empowers businesses to move more with less by providing transportation services and technology to reduce freight spend, increase service levels, and improve overall productivity.

LEARN MORE