



Success Story

INTRODUCTION

BlenderBottle Saves Significantly Booking with Banyan Technology

The BlenderBottle Company is part of the Trove family of active lifestyle brands. Headquartered in Lehi, Utah, BlenderBottle is a privately held manufacturer of premium and innovative products that help simplify everyday life — including the BlenderBottle Classic, the industry's original portable mixer. It ships products to a network of distribution centers for “big box” retailers such as Walmart and Target.

CHALLENGE

BlenderBottle needed an easier, cost-efficient solution to manage its carrier contracts. Getting rates from multiple carriers was cumbersome and time-consuming. The company also needed a better way to manage shipping exceptions. The manual processes they were using were becoming too cumbersome as the company grew.

SOLUTION

The company's enterprise resource planning (ERP) system integrates with Banyan Technology's LIVE Connect™ platform, the industry's most flexible technology solution with the most carrier connections for real-time rating and scheduling of shipments, to better enable its team to rate freight and select shipments across its carrier base.

“Our team really enjoys Banyan's solution because we have a lot of different direct carrier contracts and agreements, and it would be overly cumbersome for us to jump into each of their websites to retrieve a rate,” says Clay Cooper, BlenderBottle's Global Transportation Manager. “Banyan aggregates them for us and allows us to price shop with our carriers in real time using our discounts.”

“It's fun, kind of like using Travelocity,” Cooper said. “There's satisfaction for our employees with getting a live rate cheaper than it typically would have been, and from an organizational standpoint, it's a reliable solution as we're able to negotiate with the carriers we trust.”

After experiencing some growing pains, it was clear to the team at BlenderBottle that they needed a tool to help simplify some of their shipping processes. They implemented Banyan's Exceptions Reporting tool in LIVE Connect to manage missed and late shipments.



“We’ve had a handful of shipments that were supposed to go out on a certain day and two, sometimes three weeks later, the customer reaches out looking for the shipment,” said Andrew Angerhofer, Transportation Coordinator at Trove Brands. “Now the shipment is late, and we were getting chargebacks because of that. So, we reached out to Banyan for suggestions on tools that can prevent this.”

The team at Banyan recommended the Exceptions Reporting tool to track all the shipments that were supposed to ship daily and run the exceptions report. It was a pretty easy decision and the activation and onboarding were quick and easy.

“Now these shipments are going out later in the day or at most, one day later, as opposed to two, three weeks,” said Angerhofer. “It’s pretty simple, but it’s definitely helped us.”

RESULTS

Since leveraging Banyan’s connectivity platform, BlenderBottle has already saved on its freight spend. “That’s pretty significant,” Cooper said. “We’re seeing opportunities pop up a lot more frequently than we originally anticipated; it’s really easy to use and has really exceeded our expectations.”

With the Exceptions Reporting tool, BlenderBottle has more visibility on what’s delivering late and specific information identifying customers and carriers that are having issues delivering on time or to certain lanes. The company has also saved significantly on chargebacks with the Exceptions Reporting tool helping to reduce the number of late or missed pickups.

“Reaching out proactively to the customer to tell them their shipment will be a bit late, but we have eyes on it is better than them reaching out to us asking where it is,” said Angerhofer. “That interaction with the customer is a lot better when we’re proactively reaching out and we’re aware of their shipments and what’s going on.”

ABOUT BANYAN TECHNOLOGY

Banyan Technology, the leading provider of over-the-road (OTR) shipping software, delivers real-time intel, actionable insights, and instant access to information to help drive greater operational efficiencies and cost savings for Shippers, 3PLs, and supply chain partners. Our LIVE Connect™ platform provides rating and shipping execution from a single screen for Truckload, LTL, Local Carrier, and Parcel. To learn more, visit www.banyantechnology.com or connect with us on LinkedIn, Facebook, and Twitter.



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