






In Case Study #4, we look at an established carrier with operations across western Canada. This carrier had a large order for a client that required temperature controlled service. When the carrier's dispatcher called to arrange for delivery to the final consignee, they were informed that the consignee would not be ready to receive the order for approximately two weeks. This created some challenges for the dispatcher who required the equipment for other work, and did not have sufficient warehouse space to store the goods until the consignee was prepared to take the order.

Edmonton Cross Dock was equipped to take the order into their warehouse and hold the shipment indefinitely until the final consignee was able to accept the order. If the consignee timeline changed, ECD would be able to adapt to the changing demands of the client without impacting the dispatcher's other scheduled work. If suddenly the client was needing the order, or even part of the order, Edmonton Cross Dock would be able to pull the goods out of storage and provide delivery. If the client was not in a hurry once they were prepared to accept the order, the carrier's dispatch could schedule the delivery at their convenience.

By leaning on Edmonton Cross Dock to backstop their operations, the carrier was able to provide a high level service to their client with minimal impact to their daily operations. The client was well served and appreciated the carrier's willingness to work with them, allowing the carrier to build on the goodwill they had already established with their client. Edmonton Cross Dock would charge one flat fee for the cross dock service, would only charge for the storage time needed, and was able to deliver the whole or partial load on a moment's notice if required by the carrier.

**KEY BENEFITS IDENTIFIED:**

-  The carrier was able to pivot quickly to serve their client's changing needs.
-  The carrier's dispatch was able to free up equipment that was needed for other work.
-  The load was able to be stored without occupying valuable warehouse space for an undetermined amount of time.
-  The client was able to receive a high level of service flexibility from the carrier without adding undue pressure on the carrier's dispatcher.
-  With no fixed fees for ECD's services, the carrier could choose how much they wanted Edmonton Cross Dock to do on their behalf and only pay for the services required.