



CASE STUDY / PLAN2TRANSPORT

How Plan2Transport Boosted Customer Satisfaction With Automatic Location Data



Plan2Transport is a leading provider of freight transportation and logistics services based in the Netherlands. Specialising in full truckload (FTL), the company moves 30,000 loads per year from warehouses located largely in the Netherlands and Belgium, to distribution centres belonging to major supermarkets like Albert Heijn or Jumbo. Many of these distribution centres are located throughout the Netherlands, Germany and Belgium. Plan2Transport has 50 trucks moving six days a week for its customers.

One of Plan2Transport's customers — and one of the world's largest international food and beverage companies — wanted real-time tracking data for its over-the-road shipments in order to accurately track products across the supply chain and know exactly when they'll arrive at their destination. The customer requested that Plan2Transport leverage FourKites®, the world's leading supply chain visibility platform.

“ The FourKites platform was easy to set up. All the carriers, as well as our customer, were up and running in a month.

ROY VAN DER HEIJDEN
BUSINESS ANALYST, INT.
TRANSPORTBEDRIJF VAN DER HEIJDEN

30 Days to Visibility

Roy van der Heijden, Business Analyst at Int. Transportbedrijf Van der Heijden, one of the partner companies in the Plan2Transport cooperative, was one of the professionals tasked with getting FourKites set up across the Plan2Transport business ecosystem. The group was under tight time constraints to get up and running with the platform, and was pleased with the carrier onboarding they were able to achieve right away.

Almost immediately, Plan2Transport’s customer was able to tap into the business benefits of FourKites’ end-to-end transportation visibility platform, such as access to detailed, real-time shipment information, load status (Late, Early, On-time) and predictive arrival times. Individual carriers could integrate their existing GPS tracking technology directly with FourKites’ carrier connectivity platform, making it easier and more affordable to set up and use the real-time visibility software.

Ensuring Privacy, Security & Connectivity

Early on, van der Heijden’s top potential concerns with FourKites pertained to data privacy and security. “Transport firms are sceptical when a company like FourKites says it can bring visibility,” van der Heijden said. “That’s how we felt at first because we didn’t want to share our data. But our customer insisted on it, and providing a superior service is a key value for Plan2Transport.”

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“FourKites really set themselves apart from the competition with how proactive, helpful and hands-on they are. They made sure every load was tracked. Thanks to them we exceeded our client’s expectations.”

Roy van der Heijden
Business Analyst, Int. Transportbedrijf Van der Heijden

Once the team got started, however, any doubts van der Heijden may have had about visibility platforms quickly melted away. He noted that Plan2Transport couldn’t have made it happen without the FourKites team.

The Future of Transportation

Through FourKites, Plan2Transport is now able to send data directly and securely to its customers about each shipment in transit. As a result, customers can streamline their own workflows, easily collaborate with transportation partners and keep shelves full during difficult times. By leveraging FourKites, Plan2Transport can now help its retail customers ensure that they always have the right amount of product, exactly when they need it.

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FourKites helped us step up our game with our client. And we now stand out amongst competitors.”

Roy van der Heijden
Business Analyst, Int. Transportbedrijf
Van der Heijden

Moreover, with FourKites Plan2Transport no longer needs to manually report shipment status and location, which saves time for them, as well as their customer. Plan2Transport’s customer has up-to-the-minute data about where its loads are and what time they will arrive. It is able to pass this information onto others in its supply chain to provide end-to-end visibility for all of its shipments.

For van der Heijden, continuing to invest in real-time transportation visibility is now a given, both for his business and beyond. “Companies big and small all need visibility,” he said. “Soon it won’t be just an extra but a requirement.”





About FourKites



FourKites® is the #1 supply chain visibility platform in the world, extending visibility beyond transportation into yards, warehouses, stores and beyond. Tracking more than 2.5 million shipments daily across road, rail, ocean, air, parcel and courier, and reaching 176 countries, FourKites combines real-time data and powerful machine learning to help companies digitise their end-to-end supply chains. More than 1,000 of the world's most recognised brands — including 9 of the top-10 CPG and 18 of the top-20 food and beverage companies — trust FourKites to transform their business and create more agile, efficient and sustainable supply chains.

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