

Case study

Education Services



Building Customer Relationships with Customized Transportation Training at Caterpillar Logistics

Results

- Strengthened customer relationships through better service
- Improved staff performance and job satisfaction

Improved customer service

Caterpillar is the world's leading manufacturer of construction and mining equipment, diesel and natural gas engines, industrial gas turbines and diesel-electric locomotives. Its Caterpillar Logistics division has robust experience in many logistics processes, including inbound logistics, after-sales service support, finished goods distribution and reverse logistics. Despite its rich heritage, Caterpillar Logistics has been one of the supply chain industry's best-kept secrets.

As a logistics service provider, Caterpillar Logistics has customer service and satisfaction as a key goal, and rapid onboarding and seamless implementations are an important factor in achieving that goal. To that end, Caterpillar Logistics worked with Blue Yonder to create customized training for Caterpillar's load planning staff on the extensive capabilities of the Blue Yonder transportation management solution. Among other benefits, this helped to improve implementations and onboarding.

Challenges

- Caterpillar Logistics wanted to strengthen customer relationships through more rapid onboarding and seamless implementations
- Caterpillar Logistics sought to improve the effectiveness of their transportation staff by establishing customized, in-house training based on industry best practices
- The company felt implementing customized training would also help to improve existing processes and performance





Customized, in-house training

Due to its rich history and unique market segment, Caterpillar Logistics has developed many business practices that may be different than typically used in other industries. Because of this, they felt training that was customized by Blue Yonder to address their specific processes and needs would be of most benefit in achieving their objective of creating a knowledgeable and effective transportation planning staff. Furthermore, Caterpillar Logistics wanted the training to be established as an in-house program that could be used on an on-going basis for staff development.

Blue Yonder worked with Caterpillar's staff to design customized courseware based on industry best practices, with specialized exercises using Caterpillar Logistics' unique workflows and scenarios. Not only did this create a more knowledgeable transportation team, it also improved performance and job satisfaction.

Process improvement

A key part of the customized training program was the inclusion of best practices. Even though Caterpillar Logistics has some unique processes, much of the work is similar to what other companies do. By using best practices as a basis for the training, Blue Yonder was able to help Caterpillar identify areas where they could improve existing practices and performance. This focus on process improvement is important for logistics service providers to enhance their value to customers.

Solution benefits

- Increased customer satisfaction due to rapid onboarding and seamless implementations
- Improved performance and enhanced processes
- Generated more knowledgeable users with increased job satisfaction
- Established in-house training and processes based on industry best practices
- Optimized overall utilization of Blue Yonder's transportation management solution

Blue Yonder expertise

“Training is a journey and a key factor in building an effective team. We are extremely pleased with Blue Yonder education services and the customized transportation training. Blue Yonder understood what we needed and helped us out along the way. We've not only benefited from a more knowledgeable staff, but we've also strengthened our customer relationships.” - **Business Support Manager, Ground Transportation**



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