



CASE STUDY

BNSF Logistics Creates Intermodal Solution for Big Box Retailer

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Company Profile

European Big Box Retail with both North American and international traffic. They have multiple Distribution Centers across North America combined with a large list of suppliers.

Business Challenge

The client began working with vendors from Mexico. They needed to move freight from Mexico to the United States, but had no experience moving freight from Mexico and dealing with their exports and customs. In addition, there was a lack of available capacity.

Solution

After meeting with the client, BNSF Logistics was able to create a solution that allowed the freight to move via intermodal and reduced the constraints on capacity.

Process/Procedure

The client contacted BNSF Logistics for assistance after being referred by a Class 1 railroad. BNSF Logistics assigned a team to research the customer complications, provide a solution and continue supporting the customer long term. The team included bilingual personnel that were versed in customer service, vendor negotiations, and other important aspects to fully support the customer. Previously, the customer was unaware that rail was an option, but by creating a partial rail solution, BNSF Logistics was able to relieve some of the capacity strains and reduce costs. In addition, they had BNSF Logistics on their side to assist with import/export and customs. Increased availability of trucks and on-time scheduled pick-ups created a stronger relationship between the customer and their vendors in Mexico.

BENEFITS ACHIEVED

- Mexico spot need was fulfilled
- New lanes for additional vendors were established for the customer's Distribution Centers in the US
- Increased volume from this client resulted in incentive rates from vendors

