

CASE STUDY

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BNSF Logistics Creates Intermodal Solution for Big Box Retailer

Company Profile

European big box retailer with North American and international traffic with multiple distribution centers across North America combined with a large list of suppliers.

Business Challenge

The client needed to move freight from Mexico (where their vendors were located) to the United States, but had no experience moving freight or dealing with 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 BNSFL for assistance after being referred by a Class 1 railroad. BNSFL 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, BNSFL was able to relieve some of the capacity strains and reduce costs. In addition, they had BNSFL 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 request was fulfilled
- New lanes for additional vendors were established for the customer's distribution centers in the U.S.
- Increased volume from this client resulted in incentive rates from vendors