



CASE STUDY: Advanced Salon Concepts

GLS Gives Advanced Salon Concepts a Competitive Advantage with Next-Day Footprint

In an industry where the latest beauty and salon products are constantly being promoted and hitting the shelves at a rapid pace, logistics play a key role in driving customer satisfaction. For Advanced Salon Concepts (ASC), a wholesale distributor of beauty and salon products in Commerce, California, which ships packages and pallets to retail locations, the carriers servicing their shipments are expected to handle high volumes of product, ensure on-time delivery at a competitive cost, and understand the intricacies of the industry.

CHALLENGE:

Needed Next-Day & Saturday Delivery Service Without Being Charged a Fortune

- Next-day delivery was critical to stay competitive, but was cost prohibitive with the worldwide carriers
- Saturday deliveries were crucial for the salon industry since clients were typically closed on Mondays, but paying Saturday service rates was not cost effective
- Lack of customized delivery procedures meant not being able meet customer needs
- Early pickup times did not allow for afternoon order processing
- Unreasonable dimensional weight rules heavily impacted the bottom line

SOLUTION:

Finding an Alternative Carrier with a Compelling Retail Delivery Strategy

With the increasing challenges and the considerable impact on the company's bottom line, ASC decided it was time to evaluate alternatives to the worldwide carriers. So they looked into carriers that understood the intricacies of delivering to retail locations, while covering a vast footprint on a next-day basis, accommodate freight shipments, offer later pickups, comprehensive package tracking, and the ability to receive more customized point of delivery procedures. That's when they switched to GLS.



RESULTS:

Gained a competitive advantage by being able to reduce transit times and get product into customers' hands more quickly with benefits including:

- **Next-day service at ground rates for parcel and LTL shipments**
 - Reduced transit times due to the expanded next-day service footprint
 - Gained a competitive advantage
- **Reduced Shipping costs by 30%**
 - Eliminated or reduced accessorial fees
 - Improved COD fund turnaround times
- **Later pickup times**
 - Extended pickup hours to 8 PM which allowed them to keep their order desk open longer and still ensure overnight delivery to their customers
- **Saturday Delivery Service**
 - Optional Saturday service saved the company significantly and ensured that customers were receiving products in time for Saturday or Tuesday appointments
- **Elimination of Split Shipments**
- **Significant decrease in damages as compared to the National Carriers**
- **Dedicated customer service representatives are easy to reach and provide increased visibility into shipment tracking easy real-time communication with GLS's customer service team**

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“We were able to reduce costs by 30%, and most of those costs were saved in the area of accessorial fees.”

“With the worldwide carriers, if we shipped out three or four boxes, it wasn't a guarantee that the customer would receive all of those boxes in one delivery; what we found with GLS was that there were no split shipments which was a huge benefit for our customers.”

- Mike Seiser | CEO and Founder, Advanced Salon Concepts

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