

Culligan

Giving a Lean Organization Robust Logistics Capabilities

Echo reduced Culligan's costs and improved on-time deliveries.

Challenge	Solution	Result
To streamline and strengthen a global transportation network encompassing 800 franchise dealers.	Create a custom carrier network, integrate Culligan into Echo's proprietary technology system, and provide ongoing reporting & analysis to discover new efficiencies.	Improved carrier performance by requiring 99.5% of shipments be exception-free. Reduced costs and transit time for inbound deliveries.

As the worldwide leader in water treatment solutions, Culligan has a global network of more than 800 franchise dealers in over 90 countries. That creates complex transportation requirements for a lean organization that would rather focus on its core business, so Culligan relies on Echo Global Logistics to keep everything on-time and on-track.

Using Creative Analysis to Develop Custom Solutions

To make Culligan's transportation more efficient and improve both processes and forecasting, Echo analyzed its needs, network, and procedures using the expert Echo team. Improvements included:

- Integrating Culligan's logistics system with Echo's proprietary technology platform
- Providing real-time, consolidated tracking information
- Reviewing and addressing carrier invoices for accuracy
- Consolidating freight bill audit and invoicing, resulting in improved billing accuracy
- Overseeing NAFTA duties and securing more competitive, accurate NAFTA tariff rates
- Replacing inbound LTL shipments with milk runs to reduce costs and transit times

Echo continues to provide Culligan with market intelligence and insight across its 35,000 shippers to improve business decisions. Echo initially collaborated with Culligan to develop a core set of key performance indicators (KPIs), which are reviewed frequently and used to help drive continuous process improvements, increase visibility, and forecast future costs.

“Echo has brought a level of accuracy to our logistics that we had never experienced before. Everything they've done for us has met or exceeded our original expectations.”

— Donald Avent, Director of Sourcing, Culligan

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Immediate Results and Ongoing Improvements

Echo has improved carrier performance by requiring that 99.5% of shipments are exception-free. Carrier scorecards show Culligan how carriers are performing, and Echo makes proactive communication a priority by reaching out whenever there is an issue to then offer solutions.

Frequent communication also leads to continuous improvement. In addition to biweekly meetings, Echo visits distribution centers to get to know Culligan employees. This enables both teams to work together to identify further opportunities for improvement.

“The key benefit that Echo brings is a focus on the client. Every day they ask, ‘What do I need to do to help our client accomplish their goals and make it seamless for them?’”

— Pete Ross, Vice President, Global Supply Chain, Culligan

To learn how we can do the same for your business, contact Echo today.