

CASE STUDY

GLOBAL SCENTS DISTRIBUTOR

How our high-touch approach simplified
a complex supply chain.

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Imagine importing essential oils, aromatic chemicals, fragrances, spices and hard-to-find items – as well as buying raw ingredients in bulk and reselling them – to more than 70 countries around the world. This is the reality for our customer, a global distributor of essential oils and aromatic chemicals.

No two shipments are the same

To say theirs is a complex supply chain is an understatement. Shipping such a variety of goods to and from so many countries makes each one of their freight forwarding assignments exceptional – and complicated.

“Each shipment is unique. Because the customer imports and exports to and from more than 70 countries, different Incoterms® must be considered, as do different contracts and overall different needs. Sometimes the customer needs the goods to be shipped door-to-door, sometimes port-to-port, sometimes door-to-port. To meet this customer’s unique, high-touch needs, we assigned a single point of contact to address their needs right away. The customer is able to reach out at any time, and receive personal one-on-one service when they have a question or service need. They’re not dialing a toll-free number and speaking with someone from a call center; they have a dedicated team member who looks after all of their freight forwarding needs.”

– **Alex Czaplicki**, International Freight Transportation Services (IFTS) Business Development Consultant



Every transaction is unique, with different goods being shipped according to different Incoterms, crossing multiple borders, each with its own customs regulations and specific compliance requirements.

Because every shipment is high-value, if something goes wrong, or a shipment doesn’t get from origin to destination as efficiently as possible, there’s a significant financial impact to the customer. A delay means the customer’s money is tied up in inventory until the shipment is delivered.

Greater visibility into your shipments

Livingston actively manages your shipments and proactively pushes detailed reports on vendors, destinations, types of loads and vessel names right to you so you don’t have to look up shipment numbers and plug them into a search tool. You’ll know where your shipments are and who’s handling them, at all times.



Rates are important, but service is key

Due to the nature of their business, the customer needed to ensure their logistics provider was proactive in identifying potential challenges or opportunities, responsive to communications, and able to seek out competitive freight rates. In short, this business needed a freight and transportation services partner, not a freight forwarding provider. They needed an ally who could focus on their business needs on an ongoing basis and be as invested in their success as they are.

“Livingston is able to offer the customer the best of both worlds: the personal, one-to-one touch of a small company and the capability of a large company to ship almost anywhere in the world.”

– **MaryLynn Driscoll**, Trade Management Executive, Livingston International

Livingston’s personalized approach

Our trade experts worked closely with the customer to deliver a best-fit solution. As part of that solution, the customer now has a dedicated team to support their global supply chain, and a single point of contact to meet all of their international freight and transportation needs.

Livingston’s customized, high-touch solution allows the customer to get the best of both worlds: the one-to-one touch of a small company, as well as the global trade network of a large organization. Their single point of contact at Livingston is always available to answer questions, determine the most efficient freight forwarding lanes, and provide timely freight quotes.

With Livingston as their international freight and transportation services provider, the customer:

- Is able to offer better service to their clients
- Enjoys faster turnaround
- Doesn’t have to worry about money being tied up, due to a missed shipment

Contact Livingston today!

Looking for ways to simplify managing your supply chain, or need help moving your next shipment? We’re here to help.

Email us at: simplify@livingstonintl.com
or give us a call at **1-800-837-1063**