

AVERITT AND SHOE CARNIVAL: A GOOD FIT



MARKET: RETAIL FOOTWEAR

LOGISTICS SERVICES: DEDICATED, TL, LTL, SUPPLY CHAIN MANAGEMENT



SITUATION OVERVIEW – SUPPLY CHAIN EFFICIENCY

Shoe Carnival, a leading retailer of moderately priced name brand footwear with more than 300 stores throughout the country, was looking for a new partner who displayed world-class innovative thinking to improve their supply chain efficiency. That's what Averitt stepped up to deliver.

Shoe Carnival wanted more than a freight transportation provider who delivered on time. They needed a carrier whose reputation would enhance the strong relationship between the Shoe Carnival distribution center and the retail store managers, and a partner who would listen to their needs.

AVERITT'S SOLUTION – THE RIGHT STEPS

Supply Chain Optimization

Shoe Carnival was using vendor backhauls to maximize fuel usage and route productivity. In destinations where Shoe Carnival doesn't have vendors, Averitt was able to find customers for third-party backhaul services, a competitive advantage other providers could not offer. Reducing empty backhaul loads helped Shoe Carnival lower their shipping costs and increase their supply chain efficiency.

Flexible, Customized Solutions

Averitt worked with Shoe Carnival to utilize non-traditional equipment that allows for longer routes and more stops per trip. Averitt also began using specialized, drop-deck trailers that have more cubic feet to carry more footwear.

The store deliveries are multi-stop runs with 100 to 300 cases of shoes per store. The trailers are loaded with approximately 1,200 cartons per trailer. The drivers assist in bringing the cartons to the rear of the trailer for the store associates to unload and transfer to the store shelves.

CHALLENGE:

Shoe Carnival needed a provider who was professional and who could offer solutions to improve their supply chain efficiency.

SOLUTION:

- Supply Chain Optimization: third party backhauls
- Flexible, Customized Solutions: non-traditional equipment
- Professionalism: on-time deliveries and sharp-dressed drivers

RESULTS:

- Active third-party backhauls
- Reduced costs
- Optimized delivery routes
- Improved efficiency
- Specialized equipment
- Lower fuel costs
- Professional drivers
- Increased confidence

Professionalism

Professionalism was a top concern for Shoe Carnival. They wanted a dedicated provider whose drivers took pride in on-time deliveries, building confidence between the distribution center and the stores. In addition, Averitt's drivers, neatly dressed in red shirts, and the company's spotless, well-maintained equipment exuded the professional image Shoe Carnival desired.

RESULTS – SIGNIFICANT IMPROVEMENTS

Averitt's commitment to customer communication and driver professionalism earned them Shoe Carnival's business. Today, with 37 drivers and 110 tractors and trailers dedicated to Shoe Carnival's business, Averitt is the only transportation provider hauling outbound to Shoe Carnival stores.

“Averitt has shown they can be innovative and make changes quickly when needed. They're always aware that things can change in the future, and they have to be ready to adapt.”

— RICHARD HYLAND, TRAFFIC MANAGER, SHOE CARNIVAL

Key benefits of Averitt's service include:

- Significantly reduced transportation costs through active third-party backhauls
- Improved efficiency with optimized delivery routes using a combination of truckload and LTL services
- Reduced fuel costs and increased efficiency with the use of specialized equipment with added space for additional footwear cartons
- Increased confidence of store managers in the distribution center as a result of professional drivers who are committed to making on-time deliveries

SHOE CARNIVAL SUPPLY CHAIN OVERVIEW

