

CASE STUDY ▶ Bay Island

Specialty Food Gift Supplier Saves Money, Improves Shipping Processes with Worldwide Express

Minnesota-based Bay Island is a leading supplier of specialty food, holiday gift baskets. They are enjoying rapid growth as more people discover their delightful confections every year.



Bay Island Overview

As one of the nation’s leading suppliers of unique holiday gift baskets, Bay Island serves several of the largest retailers in the country. When added up, millions of end customers enjoy their tasty treats each year.

In 2018, Bay Island realized they were not receiving the pricing, attention and service from their current shipping provider that was necessary to meet their standards of quality. In particular, they felt they were paying a premium for sub-standard service to ship their temperature-sensitive products, which could easily spoil without extra care. They also needed assistance in streamlining their shipping processes to increase efficiency and cut down on chaos.

Industry
Food and Beverage B2B

Shipments a week
30-50 during peak season

Full truckload (FTL) and less-than-truckload (LTL)

Shipping cost
\$329,000
During peak season

Customer since
2018

Roadblocks to Shipping Success

▶ Non-Competitive Rates

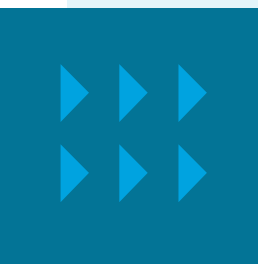
After shipping with the same carrier for years, Bay Island felt they were not getting competitive pricing and the best possible bang for their shipping buck.

▶ Poor Processes

Bay Island’s previous shipping provider was disorganized and not efficient. Processes weren’t set up to verify deliveries and quickly identify issues as they arose.

▶ Inattentive Service

The company’s perishable products and frenzied peak business season demanded hands-on care that they were not receiving from their previous carrier partner.



An Experienced Partner Invested in their Success

Worldwide Express is an industry-leading third-party logistics (3PL) provider with tens of thousands of small and mid-sized business (SMB) customers across the country. With a carefully vetted network of 85,000+ FTL and 65+ LTL freight carrier partners, Worldwide Express leverages its relationship with carriers to secure top rates and services for its customers.

The company uses its expertise and decades of experience to pair SMBs with experts who learn about companies' specific shipping needs and offer support and solutions. Worldwide Express impressed Bay Island with its great rates and broad portfolio of high-quality freight carrier partners. Bay Island also appreciated the company's ability to put proactive processes in place with personalized services that greatly enhanced shipping efficiency and effectiveness.



CHALLENGE 1

Non-Competitive Rates

▶ Shipper Challenge

Bay Island had spent many years shipping with the same freight carrier and felt like their business wasn't appreciated enough to receive competitive pricing.

▶ Worldwide Express Solution

Bay Island bid their freight services out and Worldwide Express came in at a very competitive rate. Coupled with its carefully vetted carrier portfolio, sophisticated transportation management software (TMS) and attentive service, Worldwide Express offered a much better value proposition for Bay Island.



“We felt strongly that we were paying a premium and not getting the service that we needed until we found Worldwide Express. We still rebid our shipping every year, and Worldwide Express has been very consistently competitive. Add in their service and technical capabilities, and Worldwide Express is the whole package.”

Rich Greig | Bay Island VP of Operations

CHALLENGE 2

Poor Processes

▶ **Shipper Challenge**

Bay Island was having issues tracking shipments and verifying successful delivery of their temperature-sensitive products. They were also dealing with late and absent communication when issues arose and shipments were damaged or delayed.

▶ **Worldwide Express Solution**

Worldwide Express assessed Bay Island’s shipping operations from top to bottom and put new processes in place to improve tracking, delivery verification and notification of exceptions in transit.



“After switching to Worldwide Express, the great majority of our shipments are now delivered on time. We have a lot more confidence in our shipping now. We’ll occasionally have a delay in production, and Worldwide Express will find a way to help us still meet our deadlines and deliver quality requirements. Our new processes are very helpful.”

Rich Greig | Bay Island VP of Operations

CHALLENGE 3

Inattentive Service

▶ **Shipper Challenge**

With the bulk of its freight shipping concentrated in the months leading up to the holidays, Bay Island was concerned about the hands-off tendencies of their existing carrier relationship during the crucial busy season. They were experiencing slow responses, mishandled deliveries and inattention from the carrier’s sales team.

▶ **Worldwide Express Solution**

Worldwide Express has ensured that Bay Island has the specialized trucks, sufficient trailer space and rapid response times it requires for its annual shipping surge.



“The thing we’ve been most impressed with about Worldwide Express is the relationship. Everyone on our team has confidence that they’ll take care of us. They’re reliable, responsive and show that they care. We recently had an issue with a few LTL shipments, and Worldwide Express demonstrated their integrity by doing everything they could to make us whole. That effort says a lot about the company and how they treat their customers.”

Rich Greig | Bay Island VP of Operations

Moving Ahead as Shipping Partners

After four years of shipping success, the partnership between Bay Island and Worldwide Express is still picking up speed. Together, they ship as many as 50 FTL and LTL freight shipments each week during Bay Island's busy season. In Worldwide Express, Bay Island has finally found a trusted shipping adviser who works hard every day to re-earn their business.



Is it time to level-up
your shipping?

Worldwide Express has built a reputation for helping SMBs across the nation find shipping success. Our decades of expertise combined with our freight carrier relationships and personalized service make us the perfect partner for your business. Learn how Worldwide Express is the nation's leading provider of customized solutions and the answer to all your shipping concerns.

[REACH OUT FOR A FREE CONSULTATION TODAY >](#)

