

Are you getting these forwarding services?

In a highly competitive freight forwarding market, you should be getting lots of value-added services included.

Logistics doesn't have to be a maze.

Demand more in 2024

In today's highly competitive logistics service market, shippers of goods can be very picky about who they use to fulfil their freight requirements. A logistics provider offering services beyond just basic freight forwarding and competitive pricing is rapidly becoming the standard.

Demanding more value through enhanced services can be a game-changer. Transforming logistics from a cost centre to a strategic asset.

In this industry, service quality and value-added offerings are key differentiators. So here we will explore several services that business leaders should expect from their logistics partners to stay ahead of the competition.

90%

Supply chain leaders reported investing in digital supply chain management technology since 2021, according to a McKinsey survey.





Supply chain visibility

Your logistics provider should be offering supply chain visibility as standard in 2024. A robust visibility tool is indispensable for any business looking to optimise its logistics operations and keep pace with the competition.

This tool should offer real-time tracking of containers, along with comprehensive cost and timing data related to each shipment. With these insights, businesses can identify inefficiencies, streamline their supply chain, and ultimately save money.

The ability to monitor shipments in real-time not only enhances operational efficiency but also enables proactive decision-making.



“Logistics providers are well aware the industry is heading towards much greater adoption of digital platforms in the management of freight. The next generation of supply chain managers will demand it even more.

Therefore, those who are unable to offer this solution with freight will be left behind in the years to come.”

Anthony Bour, IT Director, WTA

Key features to ensure maximum value from supply chain visibility technology:

Real-time tracking: Live location tracking of your shipments, including ETAs, ATDs, status updates, BoL numbers, cargo details, ports used in transit and much more.

Analytics: Cost and time information automatically logged, allowing for data-driven improvements.

Document storage: Processing of eDocs is an essential step for boosting management efficiency.

Integrations: The ability to integrate with existing company systems courtesy of API links.

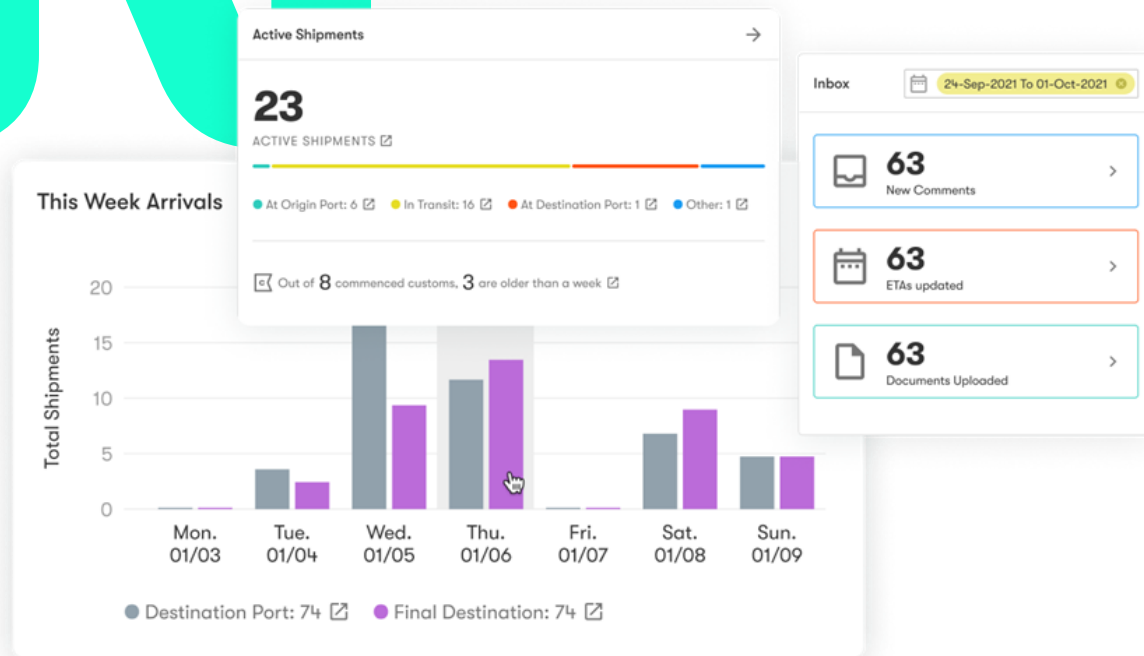
Exception notifications: Receive advanced warning of shipments under threat of additional charges.

Live chat: Transform communication between supply chain stakeholders.

Cyber security: A system certified for its cyber security, to ensure data integrity.

In the loop logistics.

The WTA Platform



The industry-leading WTA visibility platform offers real-time data, so you can always make key supply chain decisions correctly.

Our tool brings the management of your freight into a modern, user-friendly interface. Store all documents and accounting information alongside each booking, accessible to all relevant stakeholders.

Analytical reports allow you to make crucial cost and time saving decisions, without compromising lead time. Meanwhile the ISO compliant CO2 tracker enables you to monitor and reduce the environmental impact of your logistics, so you can hit essential sustainability targets.

Boost ROI across the supply chain

Anticipate delays ahead of time giving you a vital window to mitigate disruption.

Transform stakeholder communication

Critically analyse the performance of every supply chain partner.

[Book a demo](#)

Dedicated point of contact

In our opinion, there is a ceiling to the quality of service and proactivity in the supply chain management you receive, if you don't have a single dedicated point of contact.

In the fast-paced world of international logistics, time is of the essence. Business leaders cannot afford to be passed from one representative to another when dealing with their logistics providers.

A dedicated point of contact who thoroughly understands the account and your specific business needs is essential. This single point of contact ensures consistent communication, personalised service, and quicker resolution of issues.

Service areas maximised by a dedicated point of contact:

Communication

Accountability

Understanding of needs

Trust

Error correction

Optimisations

Expert customs guidance

Customs is one of the most challenging aspects of trading food and drink internationally. Trading relationships are changing all the time. Navigating this can be a source of significant issue and addition cost.

Your logistics service provider should be offering guidance and support on this, if you require it.

Specialised customs teams stationed in key markets like China and the USA is also a big plus. Experts in these locations possess the local knowledge and expertise necessary to handle the nuances of customs regulations, ensuring smooth and compliant shipments.

"With political and trading relationships changing all the time, being well briefed on customs requirements is a critical part of international logistics. Particularly because potential for significant fines is great."

"Unfortunately, customs is a burden of international trade. But the opportunities it presents, far outweigh the additional bureaucracy."

Jamie Craig, WTA Customs Consultant



[Get in touch](#)

Transparent pricing

Transparency in pricing is crucial for building trust and maintaining good business relationships

Logistics providers should clearly outline all charges and provide detailed explanations for any additional costs. If you aren't satisfied with the reasons behind charges, then look elsewhere.

This transparency helps businesses understand exactly what they are paying for and avoid unexpected expenses, enabling better financial planning and control.

Consolidation services

Consolidation services can significantly reduce shipping costs by allowing businesses to move smaller quantities of goods without the expense of a full container.

Well-established and trustworthy freight forwarders should be able to offer regular and reliable consolidation services to major destinations.

This service is particularly valuable for businesses with variable shipping volumes, providing flexibility and cost-efficiency.

Did we not mention..?

WTA runs weekly consolidation services from the UK to Canada, the USA and Australia, providing exactly that flexibility and lower shipping costs to smaller businesses who need it.

[Get in touch](#)

Market Updates and Freight Rate Forecasts

Staying informed about the logistics market is essential for making strategic decisions.

Massive events of recent years such as the Red Sea diversion of 2024, pandemic-induced supply chain crunch and Suez Canal blockage in 2021 all have had profound impacts on logistics.

Weekly updates on industry news and changes to regulations keeps shippers ahead of the curve, while regular freight rate forecasts help anticipate cost fluctuations. This knowledge allows businesses to make informed decisions and optimise their shipping in response to the market.

This information should come straight from your logistics provider.



In the loop logistics with WTA.



Freight Rates Forecast July 24

Our expert insight and analysis of the current freight rate market.

www.wtagroup.com



Freight Rate Forecast

Our monthly forecast for freight rates features the latest available data and insights from our team.

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Market Update

Our weekly news briefing, containing all the latest logistics news stories. Including a one-minute audio round-up from Freight Club podcast host Scott Wallis.

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WTA's Market Update and Logistics Minute with Scott Wallis



Condition monitoring

Condition monitoring is essential to maintain the pristine quality of food and drink products. A specialist food and drink logistics provider should go beyond simple location tracking in transit.

This means tracking temperature, light, shock, and humidity levels to ensure optimal conditions throughout the shipping process. With this much insight, the uncertainty over the condition of your freight is removed entirely. You can see the exact conditions it has been subject to on route.

Food and drink shippers should demand this comprehensive data to guarantee product quality, which protects against product and financial loss, whilst being reassuring to customers.

Product recall and traceability

In the event of a problem, swift and effective product recall is critical. A logistics provider should be comfortable reverse engineering your supply chain in the event of product recall or needing to trace a shipment.

Full traceability of goods allows businesses to identify and isolate affected batches quickly, minimising reputational damage and financial loss.

This level of traceability ensures that only the impacted products are addressed, maintaining customer trust and confidence.

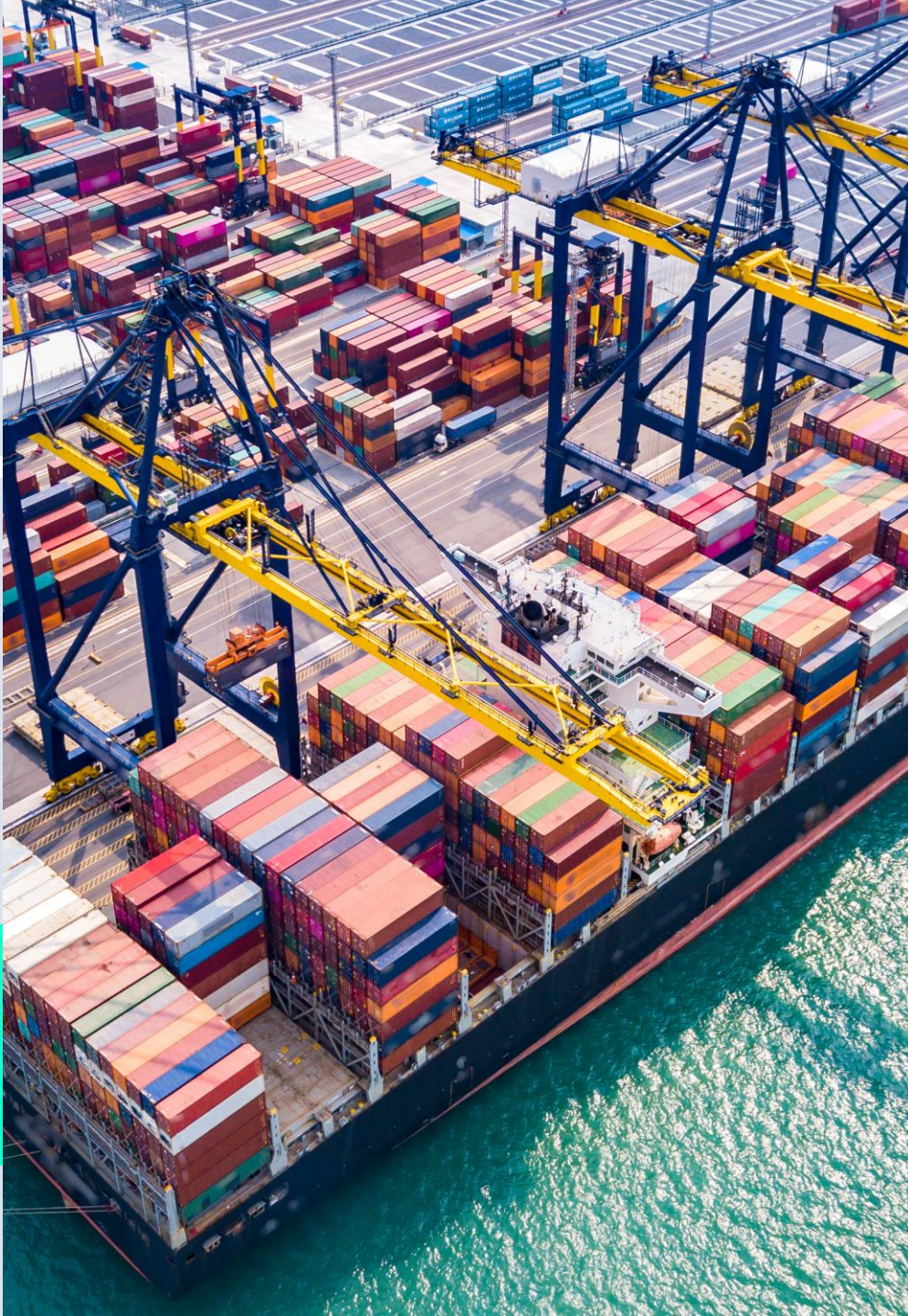
Testing services

Compliance with international standards is a complex process. Sometimes requiring off-site testing on arrival into a country, to ensure products meet food standard laws.

Logistics providers should be comfortable arranging these services when required for food and drink businesses. Testing services can prevent total loss of shipments due to non-compliance.

Did you know?

At WTA, we arranged for on-port salt content testing of a curry sauce shipment into the US, to avoid it being returned or destroyed. This shipment was consequently cleared for onward travel to the buyer in the US market.



CO2 emissions tracker

Environmental sustainability in products is increasingly important for businesses and consumers alike.

CO2 emission tracking on all logistics movements should be standard practice, enabling companies to monitor their environmental impact accurately.

This data is crucial for reducing and potentially offsetting emissions to meet ESG goals, which are becoming a significant factor in consumer purchasing decisions.

68%

Of customers have adopted greener buying habits according to TheRoundup.



IT Integrations

Seamless IT integration between business and logistics provider systems is vital for efficient data transfer and process automation. It's a vital component your provider must offer.

Enhanced cybersecurity, improved data protection, and faster processing times are some of the benefits, leading to boosted efficiency and streamlined operations.

BRCGS accredited warehousing

For food and drink businesses, using BRCGS accredited warehouses ensures adherence to the highest standards of safety and quality in storage.

These warehouses provide confidence that products are stored under the best possible conditions, maintaining their integrity until they reach their destination.

Your food and drink logistics partner should have contacts at warehouses with this accreditation.

22,000

accredited sites

130

countries

25

years as the benchmark
for food standards

Labelling consultancy

Entering new markets or adapting to changes in established markets often requires modifications to labelling.

Logistics providers should offer consultancy services to ensure labels meet all regulatory requirements, facilitating smooth market entry and continued compliance.



Meet Jade Blackburn.



Head of Sales, WTA

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Jade is passionate about boosting international trade and establishing global business communities to drive revenue growth and provide customer-centric solutions.

With over a decade of experience in sales, customer operations, and commercial management, she has collaborated with diverse and dynamic teams across various industries, including food and drink. Her approach is based on strategic planning and problem-solving, offering realistic timelines rather than false promises which lead to disappointment later.

Additional freight forwarding services | WTA

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