


# The **TRUE COST** of Freight



**The cost of sending freight,  
much like purchasing a car,  
is rarely the final cost.**

**What if your item is damaged during transit?**  
Complaints, replacements, return shipping...

**What if it doesn't arrive on time?**  
Send another, find the lost one, complaints...

**Who do I call to figure out what went wrong?**

**How many more times will this happen?**  
Complaints, complaints, complaints...

All of these cost time, resources, and money that can multiply the cost of a single piece of freight.

Exactly how much it's costing you is likely a mystery  
- unless you have direct access to your freight  
company's reporting systems to see for yourself.

Read on to see how AirRoad is providing transparency  
and addressing the total cost of freight.

# Are your staff wasting their days chasing late or split deliveries, and issuing refunds to your customers?

When you can't see for yourself what the problem is, you're at the mercy of your supplier offering excuses and getting sloppy - while your customer is left waiting.

**On average, AirRoad consistently achieves 97% delivery in full and on time (DIFOT)**

- Our aim is always 100% DIFOT
- Our clients achieve on time supply 4.5 times more frequently than industry standards
- With AirRoad, you can see your own DIFOT reports - you don't have to take our word for it
- We manage and continuously improve DIFOT in ways vastly different to our competitors



# Are more and more of your products damaged on arrival?

Why should you have to accept that some of your products will be damaged because “that’s just what happens with freight”.

Wouldn’t it be nice if your freight company handled your precious goods with the same level of care that you do?

## AirRoad tailors it’s service to suit your particular type of freight

- Sending small parcels? We separate them from larger pallets during intercity transport to minimise things like compression damage.
- Forklifts with impact monitoring technology identify poor driving and handling practices within our warehouses, should they occur - the data is then analysed to guide training and continuous improvement
- Damage avoidance is a constant focus through all of AirRoad’s departments
- Plus, all of your freight is covered by our transit warranty at no additional cost to you

# Are you using a one-size-fits-all service that is just not right for your products?

Freight comes in all shapes, sizes, weights and levels of fragility - and sometimes a truck-and-trolley service just doesn't cut it.

**AirRoad works to understand your specific freight requirements and tailors the process to suit you, it's the only way - we actually don't have a one-size-fits-all option.**

**Our handling staff are trained on your specific needs.**

- Does your fragile freight have special handling requirements? Our handling team will work with you and has you covered.
- Sending deliveries to retail outlets or distribution centres? Our experienced book-ins team will personally manage your delivery and make sure they meet the required time frames.
- We also have a dedicated division to handle sensitive goods and deliveries that require project management - *AirRoad Specialised*.



# Tired of speaking to different people, getting the run-around, and constantly wondering “why is this so hard”?

If you’ve ever been patched to a faceless call centre to voice your complaints about a delivery that was lost here in Australia - we hear you.

**AirRoad’s entire customer service team are based here in Australia and have direct access to our entire delivery network.**

- Your dedicated manager will ensure no issue goes unresolved regardless of type, time or size - and should you ever need, we have escalation processes in place all the way up to Senior Management
- We serve fewer clients in a more personalised way,

while maintaining the capability to provide for some of the largest and most demanding national freight requirements

- Our average client tenure is 11 years - plenty of time for us to continue tailoring and optimising our service to suit their changing needs

# Have you ever wondered how much all this is costing you in trust, credibility... not to mention your wallet?

When you consider all the factors of freight, it's clear to see that the True Cost goes well beyond the dimensions of your parcel.

**AirRoad works to reduce your total cost, not just the base rate advertised by others.**

- Industry-leading on-time deliveries all across Australia
- Superior product handling tailored to minimise damage
- An experienced delivery network that understands your specific handling requirements
- A dedicated manager to handle time-critical deliveries, resolve issues should they occur, and assist in any way you need



# Creating Competitive Advantage

8

**YEARS OF SERVICE**

6,000

**ITEMS DESPATCHED  
PER MONTH**

98%

**DELIVERED IN FULL  
AND ON TIME**

## THE CLIENT

Manufactures consumer electronics, business machines and quality industrial machinery.

Despatching approximately 6,000 items each month.

Needs to ensure that their distributors receive all stock in full, on time and undamaged.

*"Our multifunction printers and laptops require very careful handling and not all freight service providers are equipped to carry them. We want our carriers to be accountable and to take a certain level of responsibility for their service."*

## RESULTS

**Damage elimination:** AirRoad has virtually eliminated damages from the client's transport operations. Damage rates for the client was audited to be less than 3 per 100,000 items carried

**Collaboration:** The client has worked with AirRoad for over 8 years and worked on innovative warehouse processes to increase speed to market

**Timeliness:** AirRoad continues to deliver an average DIFOT of 98%+ for the client's consignments throughout Australia

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*I've never seen another carrier this good when it comes to making sure that our items turn up on time and in the same pristine condition that they left our warehouse.*

**National Logistics Manager**

Multinational firm manufacturing advanced electronic goods





# Packed & Delivered with Certainty

5

**YEARS OF SERVICE**

1,800

**ITEMS DESPATCHED  
PER MONTH**

99%

**DELIVERED IN FULL  
AND ON TIME**

## THE CLIENT

Multinational manufacturing cleaning appliances and floor care products.

Distribution to major retailers throughout Australia from a central warehouse. Needs to ensure that all stockists receive goods in full, on time and undamaged. Orders vary from small, loose cartons to multiple pallets per consignment.

## RESULTS

### Delivery in full and on time:

*"Having our goods despatched and delivered in full, on time and undamaged is one of the main benefits that we receive. We see AirRoad as a strategic business partner with the same level of commitment to customer service as us."*

AirRoad also carefully coordinates book-in timeslots for delivery to major retailers and distribution centres.

**Attention to detail:** AirRoad has been able to pick and pack over 99% of all orders accurately. Inventory is managed very efficiently and items are ready in no time from dock to stock.

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*We see AirRoad as a strategic business partner with the same level of commitment to customer service as us.*

**Managing Director**

**Multinational Manufacturer of  
Floor Care Products**





# Keeping Service Personal

10

YEARS OF SERVICE

2,500

PALLETS DESPATCHED  
WEEKLY

99%

DELIVERED IN FULL  
AND ON TIME

## THE CLIENT

Leading multinational manufacturer of electronic business items such as printers, label makers and imaging equipment.

They despatch close to 2,500 pallets and 1,000 cartons each week nationally out of a central warehouse.

Spare parts despatched by the client must also be delivered within express timeframes within the country.

## RESULTS

**Damage Reduction:** The client remarks:

*"I have never had to worry about freight getting lost or damaged with AirRoad. They are very confident with their deliveries and have offered us a generous transit warranty in case things go wrong. I can now say that they've almost entirely eliminated damages from our transport operations."*

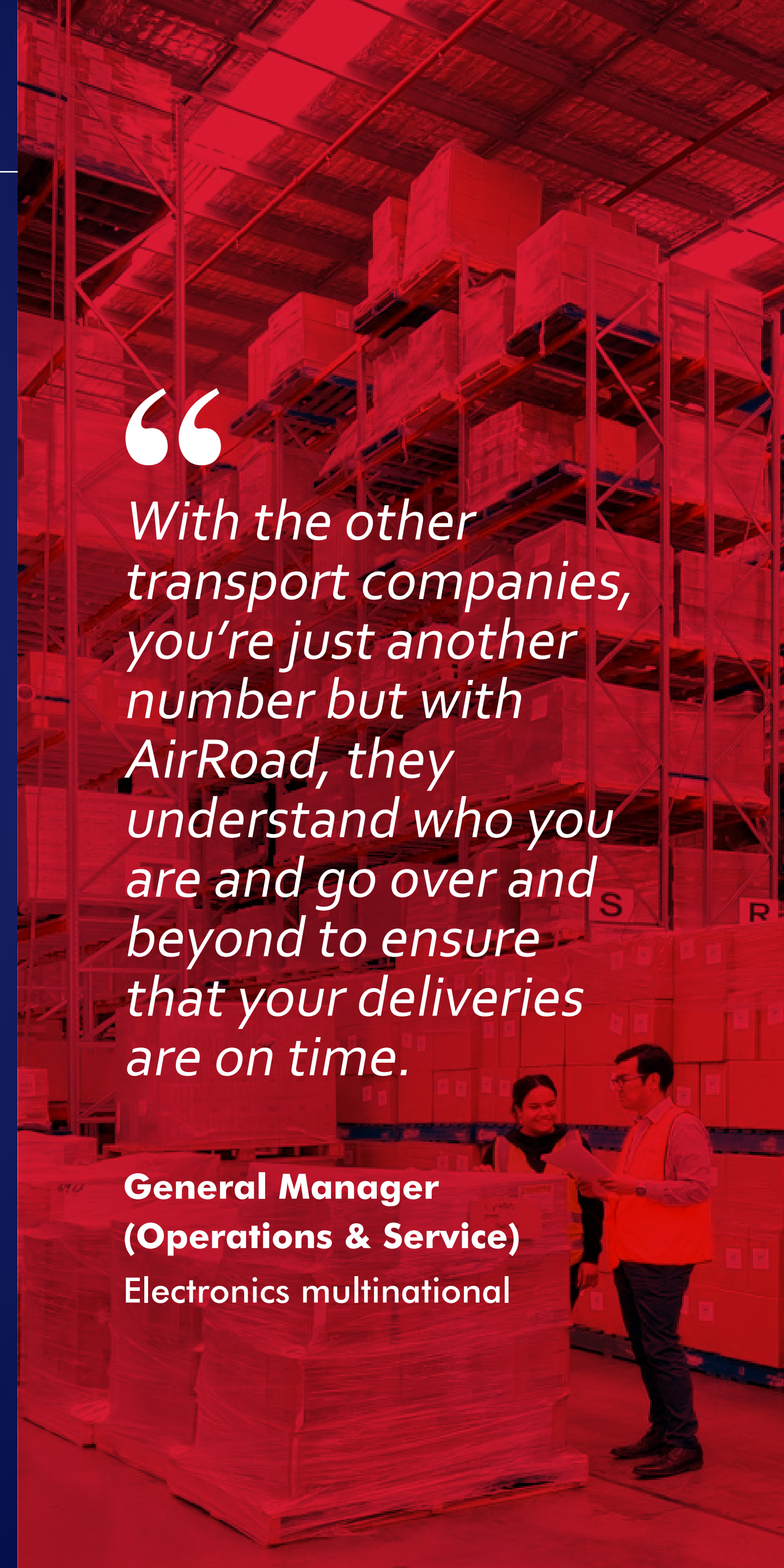
**Timely Deliveries:** AirRoad has consistently delivered in full and on time for the client for over 99% of their consignments, whilst ensuring that deliveries to major retailers are made within the required time frame.

**Visibility:** Greater supply chain visibility and direct information sharing

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*With the other transport companies, you're just another number but with AirRoad, they understand who you are and go over and beyond to ensure that your deliveries are on time.*

**General Manager  
(Operations & Service)**  
Electronics multinational



Would you like someone from AirRoad to call you  
to discuss your specific freight needs?

REQUEST A CALL BACK



**1300 CERTAIN (237 824) | [www.airroad.com.au](http://www.airroad.com.au)**

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