



CASE STUDY - BROKERAGE & LOGISTICS

ENSURING ACCESS TO A DEDICATED SUPPORT TEAM

AN INDEPENDENT SURVEY SHOWS A MAJOR COMPLAINT IN THE BROKERAGE AND LOGISTICS SERVICES INDUSTRY IS THAT CLIENTS GET BOUNCED AROUND BETWEEN PEOPLE AND OFFICES GETTING ANSWERS TO QUESTIONS — DELAYS THAT CAUSE ENTRY ERRORS AND COMPLIANCE ISSUES FOR IMPORTERS. A CORNERSTONE OF WILLSON INTERNATIONAL'S SERVICE OFFERING IS ENSURING YOUR ACCESS TO A DEDICATED TEAM OF QUALIFIED PROFESSIONALS WHO KNOW AND UNDERSTAND THE NEEDS OF YOUR BUSINESS.

CHALLENGE

A business looking to expand its offerings purchased a long-time Willson International client in the packaging industry. The new owner told the packaging company that it planned to move any customs work to the parent business' incumbent customs broker. In analyzing the service offering, however, the parent company realized it was not and could not expect to receive the same level of communication Willson offered.

SOLUTION

The parent company recognized and appreciated that it could contact Willson at any time to get answers to questions and, if needed, engage Willson's executive team members in the discussion. Willson's secure web-based Client Portal and other proprietary information tools also support the objective to have immediate answers to questions and access to real-time information to facilitate issue resolution. This means Willson is open 24/7/365, and its investment in technology allows it to have real-time data on any shipment from any location.

RESULTS

The parent company realized Willson would treat their business as more important than the existing broker. They wouldn't be perceived as a number or just a shipment, but a client with important needs.

As a mid-sized brokerage and logistics company, Willson International brings many benefits to the table. We have sufficient size, scope and capability to deliver the full range of services, yet we are not so large that customers end up ignored or forgotten. Our people, their training and our high standards of customer care are critical to our success.

Excellence in Execution 

CUSTOMS BROKERAGE 1 800 754 1918 customs@willsonintl.com | LOGISTICS 1 866 945 5378 logistics@willsonintl.com

willsonintl.com