

PERSONA: CUSTOMER

Effective Erica



I am very keen on driving a lean, quality driven and effective business. To ensure that, I need a logistic partner that meets my requirements of good price, safety, efficiency, expertise and transparency. They need to respect that I pay them to do the job well!

Characteristics

Efficient Erica, as the logistics manager, takes charge of ensuring cost-effective operations while maintaining a smooth flow of goods, services, and information within the organization's supply chain.

With her deep understanding of supply chain management principles, logistics processes, and industry best practices, Erica strategically develops plans to optimize the supply chain, forecast demands, plan inventory levels, manage timetables, and coordinate with various stakeholders such as suppliers, manufacturers, distributors, and logistic and transport partners.

By maintaining close communication and collaboration with external partners, Erica ensures coordination and timely delivery of goods and services, all while keeping costs in check.

Her expertise lies in effective coordination, cost management, and quality assurance, which are crucial for an efficient and functional supply chain.

Erica's problem-solving skills, communication abilities, and extensive market knowledge further contribute to her success in navigating the complexities of the logistics landscape.

Parameters for logistic/transport supplier

-  **Price**
Prices affects directly the company's costs and profitability. Customers often have demands regarding pricing, and the logistics manager needs to consider competitive rates that align with those demands.
-  **Safety of transport goods**
The partner's ability to handle goods with care, ensuring no damages, missing items, and appropriate temperature control, is of utmost importance.
-  **Expertise**
Being more than a logistics partner - a specialist within logistic services and local knowledge. Sharing and caring with facts that can improve the overall delivery and better the customer experience.

Goals

EFFICIENT AND TIMELY DELIVERY

She strives to ensure that goods and services are delivered efficiently and on time to meet customer demands.

HASSLE-FREE TRANSPORT

Her aim is to ensure smooth and damage-free transportation of products from point A to point B.

COST OPTIMIZATION

She aims to optimize costs throughout the supply chain without compromising quality or customer satisfaction.

HAVING OVERVIEW AND BEING INFORMED

She strives to achieve real-time visibility into the movement of goods, inventory levels, and logistics processes in order to optimize the entire supply chain.

Pain Points

DELAYS

Delays can disrupt schedules, lead to increased costs, and negatively affect customer satisfaction.

NON-TRANSPARENT TRANSPORT DATA

Lack of transparency in transport data, such as delays in receiving tracking information, incomplete or inaccurate data, or limited visibility into shipment statuses, poses challenges

LACK OF COMMUNICATION FROM PARTNER

Challenges arise when partners fail to provide essential information, updates, or fail to respond promptly to inquiries or issues.

TIME CONSTRAINTS

Time constraints arise in various aspects such as meeting delivery deadlines, coordinating multiple shipments simultaneously, and responding promptly to customer inquiries

Channels



Google and LinkedIn are the most crucial channels getting insights into the logistic industry and potential partners. Furthermore, Webinars, Newsletters and Conferences/Fair are useful channels to keep up with trends within the industry.

Holistic Henry



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As a logistics manager, my biggest responsibility is to run a smooth & transparent business. To grow our business, we need strong partnerships consisting of trust and empowerment. I value partners that stand for something and who takes responsibility for our planet and people.

Characteristics




Holistic Henry is responsible for overseeing the flow of goods, services, and information within the organisation's supply chain. He has a deep understanding of supply chain management principles, logistics processes, and industry best practices. Further, he takes great responsibility within his team and their deliverables. He believes in teamwork as being the greatest internal strength within the organisation.

Henry has many areas of responsibility regarding the company's transportation, warehousing, inventory management, procurement, and distribution, not to mention keeping a cool overview of the business overall logistics. He leads people internally, and develops strategies to optimize the supply chain.

He is in close contact with multiple external logistic and transport partners that assist him in executing the logistics operations effectively. He collaborates with these partners to ensure a transparent process and make sure transportation is handled with care and detail. He prioritizes logistic partners who demonstrate responsible behavior encompassing social and environmental sustainability. Building upon trust and mutual understanding, Henry values long-term personal relationships with these partners.

Overall, Holistic Henry's expertise is coordination and management both internally and externally. He takes pride in his job and consider his position very important for the success of the company.

Parameters for logistic/transport supplier

-  **Personal relations & honesty**
A logistics partner is more than a once-in-a-while dialogue. It is a partnership based on mutual trust, respect, honesty and transparency in the operations.
-  **Price & Quality**
Price is important, yes. But, one should never be “too cheap”, so that it compromises on the quality - both in terms of delivery and service.
-  **Responsibility**
Taking a stand in a world that needs it, is important. Doing business is more than money and profit, and we all have a responsibility- both in terms of social and environmental responsibility.

Goals

FAIR PRICE

He acknowledges that price and quality goes hand in hand, which is why he is willing to “compromise” on price to ensure his goal of quality.

STAYING INFORMED

His biggest responsibility is to be in the loop - without being on the floor. He takes pride in delegating, but recognises that he has the last responsibility.

FRICTIONLESS RELATIONS

His aim is to facilitate smooth, honest and transparent communication to ensure a good relationship and strong deliveries.

QUALITY ASSURANCE

He always seek to provide the best service. Quality is an important parameter - ensuring that goods are delivered on time, at a reasonable price.

Pain Points

DELAYS

Delays can disrupt schedules, lead to increased costs, and negatively affect customer satisfaction.

NON-TRANSPARENT PARTNERSHIPS

Lack of transparency in process, deliveries and communication: not receiving necessary information about delays, process changes, custom difficulties etc.

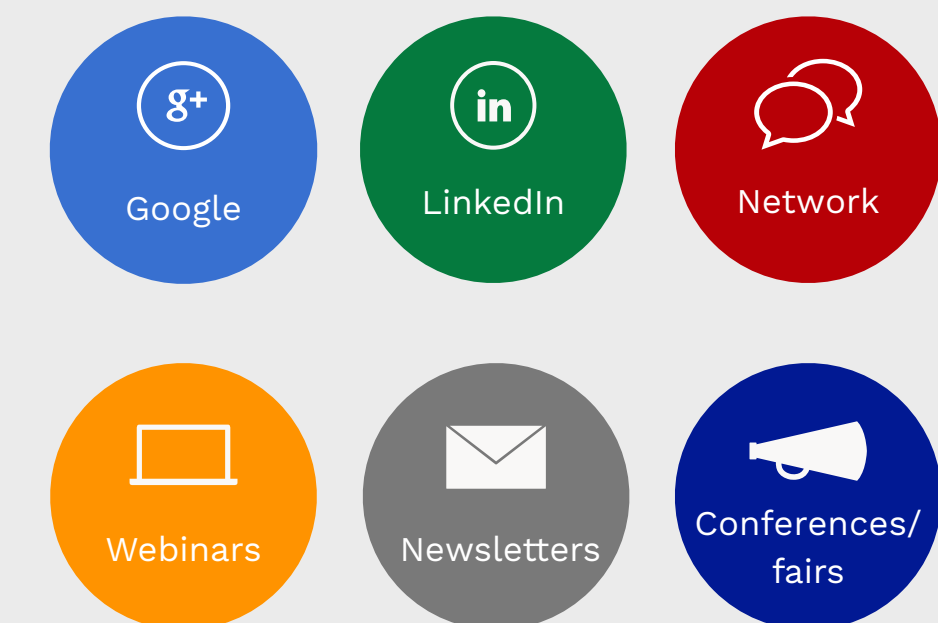
FAKE COMMUNICATION

Friction in the partnership arises when they are approach by a sales man attitude where selling and profit, is more important than quality of deliveries.

OVERACHIEVERS IN COMMUNICATION

Trying to sound as an expert without the ability of explaining situations etc. clearly, is only a sign of weakness and lack of understanding for them.

Channels



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Tetris Tim

A unique aspect of Tim's skill set is his Tetris-like optimization skills. Inspired by the game itself, he possesses a talent for maximizing load capacities and utilizing available space efficiently.



When I was a kid, I loved the game 'Tetris'. And my job is very similar to that. I always need to make sure that the load is utilized the space in the truck or train to the max, as it is expensive not to.

Characteristics

Meet Tetris Tim, an experienced and skilled freight forwarder who possesses a deep understanding of logistics operations, and thrives in a fast-paced environment that demands exceptional organizational and problem-solving skills.

One of Tim's key traits is his customer-focused mindset. He believes in providing exceptional service to clients, going above and beyond to meet their specific needs

Effective communication is another one of Tim's strengths. He excels in handling challenging situations, such as delivering unfavorable news or addressing customer frustrations. Through a strong communication skills, he ensures clear and professional interactions, and offers alternative solutions to resolve issues and maintain customer satisfaction.

Tim is a natural problem solver, equipped with a quick-thinking mindset and the ability to make critical decisions under pressure. Whether it's finding alternative routes in case of delays or urgently arranging transportation solutions, he thrives on identifying creative and efficient ways to meet delivery deadlines.

Being business-oriented is an essential aspect of Tim's approach. He understands the importance of running a profitable operation and excels in negotiating contracts, pricing services competitively, and maximizing revenue opportunities.

Tim's combination of customer focus, effective communication, problem-solving abilities, business acumen, and optimization skills make him an invaluable asset in the freight forwarding industry. His unwavering dedication to delivering exceptional results while maintaining a positive and professional approach contributes to the success of both his company and its customers.

Parameters for choice of job & workspace

-  **PROFESSIONAL DEVELOPMENT**
Employers that invest in employee training, provide opportunities for professional growth and continued learning.
-  **FLEXIBILITY & AUTONOMY**
Freedom and independence to manage one's own work schedule and tasks and the option to work remotely.
-  **JOB STABILITY & SALARY**
Long-term employment security and a rewarding compensation package.
-  **REPUTATION & EXPERTISE**
A solid reputation and a proven track record. An employer who are recognized for their expertise, reliability, and commitment to customer satisfaction.

Motivations

HIGH PACE ENVIRONMENT
Motivated by the energy and excitement that comes with managing time-sensitive logistics operations efficiently.

ACKNOWLEDGEMENT
Driven by the desire for both professional recognition and financial rewards.

TEAM SPIRIT & SOCIAL INTERACTION
Collaborative environments where they can build relationships, work together towards common goals, and foster a supportive work culture.

PEOPLE FOCUSED PURPOSE
A company that prioritizes people, values diversity, promotes sustainability, fosters a global network, and genuinely cares about the well-being of its employees.

Pain Points

STRESSFUL ENVIRONMENT
Navigating a demanding and fast-paced environment, the challenge of managing high levels of stress and pressure often encounter.

MICRO MANAGEMENT
Dealing with micro-management hinders the ability to work autonomously and make decisions.

HIGH TURNOVER IN COLLEAGUES
Disruptions in team dynamics, knowledge transfer, and collaboration affect the workflow efficiency and create additional workload pressures.

LACK OF PRESTIGE
Under-appreciation of employees expertise and the value they bring to the company.

Channels



Network and Google are the most crucial channels getting insights into the logistic industry. Furthermore, LinkedIn and job portals are widely used channels for job searching.