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## Integrators and customers demands

That Integrators are responding to the customers demands for multiple levels of service has been well known for more than four years. But what about the level they have reached today ?

- The capability to manage every size and weight of a consignment does not exist. Therefore, a lot of companies have to divide the shipments between integrators and freight forwarders. The problems are obvious.
- Tracking and tracing systems are still underdeveloped. In 95% of all cases the consignee of the goods will be the first one to complain that he has not received the items in time and only in 5% of all cases will the integrator inform the shipper of any delay.
- All offer a door-to-door service with the related costs of work. However, if you ask your customer, you may be surprised how much more he has to pay for expenses related to the distribution part.
- All level of standardisation is essential to manage the quantity of goods. But you will soon find out, how difficult a refund can be.

It is correct that sensibility must be generated by always repeating the theoretical aspect, but we should not forget to inject experience into the operating level.

Reducing costs, inventory etc. can only be achieved through the fine-tuning of all relevant points related to the supply-chain.

Therefore, a forwarder, or integrator, can only be successful, if he has the ability to fit into that system, the will and strength for permanent improvement and is able to show his outstanding services continuously.