



COMPLIANT
BUSINESS
PROCESSING





COMPLIANT
BUSINESS
PROCESSING

Transformative Partnership: Kerry Logistics reshapes Outsourcing Strategy with Compliant Business Processing (CBP)

The intricacies of global logistics demand a level of precision and efficiency that can only be achieved through strategic partnerships. In this article, we explore the pivotal role played by Compliant Business Processing (CBP) in reshaping the outsourcing landscape for Kerry Logistics. Kerry Logistics is no stranger to outsourcing certain functions to maximise their service offering to their global clients. Struggling with a previous service provider in the space, Kerry Logistics turned to CBP out of desperation to elevate their service levels, initially within their Australian customs team. What ensued was not merely a solution to a specific problem but a comprehensive transformation that saw Kerry Logistics transition multiple functions to CBP across multiple countries, reaping enormous benefits from basic tasks to high-level operations.

The Prelude:

A Disappointing Customary Setback

Kerry Logistics, a heavyweight in the logistics industry, faced a significant setback in their outsourcing strategy when their reliance on another service provider failed to meet

expectations. The disappointment was felt acutely within the intricacies of customs support (within Australia), a crucial, sensitive and critical aspect of their operations. In the ever-evolving landscape of global logistics, any glitch in the customs process can have cascading effects, leading to delays, financial implications, and compromised client satisfaction.

Faced with the urgency of rectifying this situation, Kerry Logistics took a bold step by trialling CBP's services specifically in the customs support function. The decision was driven by a desperate need to achieve the required service level and salvage their reputation in the industry. This marked the initiation of a partnership that would soon redefine Kerry Logistics' outsourcing strategy.

A Strategic Trial:

Customs Support with CBP

The trial period for customs support with CBP was not merely an evaluation of services but a litmus test for the transformative potential of strategic outsourcing. The customs team,



a critical component of Kerry Logistics' operations, required precision, compliance, and timeliness. CBP, with its expertise in delivering specialised logistics focused outsourcing support services, rose to the occasion.

During the trial, CBP showcased a level of commitment and proficiency that exceeded Kerry Logistics' expectations. The seamless integration of CBP's services into their internal customs product not only addressed the immediate challenge but also laid the foundation for a more profound collaboration. The positive outcomes prompted Kerry Logistics to embark on a comprehensive procurement analysis, evaluating

CBP against other service providers across various functions.

Exceeding Expectations: **A Comprehensive Procurement Analysis**

The procurement analysis undertaken by Kerry Logistics was a meticulous process, evaluating service providers based on performance, efficiency, adaptability, capability and overall value. CBP emerged as the clear frontrunner, consistently surpassing benchmarks and demonstrating a commitment to excellence that set it apart in the competitive landscape of business process outsourcing.



The customs support trial served as a microcosm of CBP's capabilities, providing Kerry Logistics with a glimpse into the transformative potential across various functions. The decision to transition every function from their previous service provider to CBP was not taken lightly but was driven by the compelling evidence of CBP's ability to deliver results that aligned with Kerry Logistics' operational goals and service standards.

**The Holistic Transition:
From Menial to Higher Order Tasks**

The impact of Kerry Logistics' decision to transition every function to CBP was transformative, extending far beyond the initial challenge in their customs team. The extent of outsourcing shifted from handling menial, basic tasks to entrusting CBP with higher-order, complex operations. This evolution was a testament to the trust and confidence Kerry Logistics had developed in CBP's ability to not only meet but exceed their expectations.



The benefits reaped by Kerry Logistics were multi-faceted. Operational efficiency soared as CBP demonstrated agility and adaptability in handling diverse tasks across multiple departments which besides customs now includes freight forwarding operations, domestic transport, customer service and business development support. The transition allowed Kerry Logistics to reallocate internal resources,



COMPLIANT
BUSINESS
PROCESSING

focusing on core competencies while entrusting CBP with the intricate aspects of business processing. The collaboration empowered Kerry Logistics to innovate, optimise, and elevate their overall service offerings in a highly competitive global industry.

Conclusion:

A Symbiotic Partnership for Sustained Success

In conclusion, the collaboration between CBP and Kerry Logistics serves as a case study in the transformative power of strategic outsourcing. What began as a desperate trial to rectify a specific setback in the customs team evolved into a holistic transition that redefined Kerry Logistics' outsourcing strategy. CBP's commitment to exceeding expectations and

delivering unparalleled results paved the way for a symbiotic partnership that continues to thrive. As Kerry Logistics continues to experience the enormous benefits of outsourcing with CBP, the story serves as inspiration for businesses navigating the complexities of delivering the global solutions required for today's market, yesterday. The journey from disappointment to triumph is a testament to the resilience of strategic partnerships and the transformative impact they can have on the trajectory of an organisation.

M: +61 407280155

sales@compliantbusinessprocessing.com

www.compliantbusinessprocessing.com





COMPLIANT
BUSINESS
PROCESSING

M: +61 407280155

sales@compliantbusinessprocessing.com

www.compliantbusinessprocessing.com