



CASE STUDY ▶ ADA Enterprises

Midwest Manufacturer Cuts Freight Costs, Increases Shipping Efficiency with Worldwide Express

ADA Enterprises is an Iowa-based manufacturer of plastic-coated steel products and has been in business for nearly 50 years.



ADA Enterprises Overview

Their primary operation makes innovative “Dura Trac” flooring for farm animals, designed to keep animals dry, comfortable and safe from injuries that can occur with other types of flooring. They also sell outdoor furniture and seating, which is one of the fastest-growing areas of their business.

The company primarily ships less-than-truckload (LTL) and some full truckload (FTL) within the U.S. — especially the Midwest — and ships into Canada as well.

In 2020, ADA was working with multiple shipping carriers simultaneously and grew frustrated with the task of managing the nuanced details of a busy shipping operation. Unresolved claims also became an obstacle and drain on time and resources. ADA needed a partner to streamline their shipping operations with a personalized solution while keeping costs and complexities under control.

Industry

Manufacturing B2B

Shipments per week

18

Shipping cost per month

\$45,000

Customer since

September 2020

Roadblocks to Shipping Success

▶ **Poor Carrier Coordination**

Confusion of dealing with multiple carriers at once for freight shipping, and poor control of shipping costs.

▶ **Geographic Challenges**

Issues with carrier communications and coordination for pickups due to the company’s remote location.

▶ **Inefficient Invoicing**

Difficulty keeping track of billing and invoices, with multiple invoices arriving for the same shipment, often with extra charges added on.

▶ **Inadequate Claims Process**

Rising number of unpaid claims on lost or damaged shipments.



A Shipping Partner with Solutions

Worldwide Express (WWEX) is an industry-leading third-party logistics (3PL) provider. The company has a carefully vetted network of 65+ LTL and 85,000+ FTL freight carrier partners, leveraging its relationship with carriers to secure top rates and services for customers.

Worldwide Express also uses its expertise and decades of experience to design shipping strategies that address the unique shipping challenges of each customer. When working with ADA Enterprises, they provided customized shipping solutions that addressed issues surrounding quotes, billing, invoicing, claims, pickups and other tedious — yet extremely important — shipping tasks.



CHALLENGE 1

Carrier Communication and Cost Control

▶ Shipper Challenge

ADA was working with multiple freight carriers concurrently instead of outsourcing and consolidating much of their shipping through a 3PL. This resulted in perplexing and often erroneous invoices, along with poor communication and coordination for pickups and special delivery needs. Resolving these issues put a strain on ADA's business and employees.

▶ Worldwide Express Solution

By leveraging Worldwide Express and its extensive carrier relationships and industry expertise, ADA was able to dramatically reduce the dysfunction of its shipping operations. In particular, they were able to streamline invoicing, coordinate carrier pickups and track delivery through the Worldwide Express transportation management system (TMS).

CHALLENGE 2

Clear, Accurate Quotes and Billing

▶ Shipper Challenge

ADA would often receive multiple bills from carriers for the same shipment. The duplicate bills would sometimes have additional charges for liftgates and other accessorial items that they did not utilize.

▶ Worldwide Express Solution

By partnering with Worldwide Express, ADA has seen a 95% quote-to-bill accuracy through the TMS, greatly reducing surprises on invoices. This enabled them to have a much more predictable shipping budget for their business and track the actual cost of the shipment as well.



“Before Worldwide Express, it was hard for us to keep control of our shipping costs. We’d think we were doing okay with our shipping costs, and then all of a sudden we’d get all these additional bills or past due notices for bills we hadn’t even received. It was a financial nightmare. We have definitely experienced savings after working with Worldwide Express.”

Heather Welch

ADA Enterprises Accounting Manager

CHALLENGE 3

Dedicated Shipping Support

▶ **Shipper Challenge**

With previous carriers, ADA received limited support to resolve issues that arose such as shipment pickups.

▶ **Worldwide Express Solution**

When they switched to Worldwide Express, ADA was assigned a dedicated account team that provided support for both minor and escalated matters. Now, within the Worldwide Express TMS they can access hands-on, 24/7/365 assistance for any shipping challenge. In addition, WWEX provided personalized solutions to fit their business needs that are cost-effective and focused on getting their shipments to their destination on time.



“I can’t say enough about how much everyone at Worldwide Express has helped us in different situations with shipments and carriers. I know that when I reach out to anyone in customer service or team leadership at WWEX that they are going to help us in whatever way they can.”

Jennifer Willand

Customer Service Representative with ADA

CHALLENGE 4

Claims Resolution Efficiency

▶ **Shipper Challenge**

Despite a proactive approach to claims prevention and processing — which included taking photos of every shipment before it went out — ADA was having limited success getting claims paid on lost or damaged shipments.

▶ **Worldwide Express Solution**

After consolidating its freight with Worldwide Express, ADA has seen a 100% success rate in claims payouts from carriers on shipments with noted damage. The company also has received proactive consultation from WWEX shipping experts on improving its freight packing to minimize damage and the necessity for claims.



“When we do have a shipment damaged, it’s really nice that it actually gets taken care of. It’s been a thorn in our side forever. But with Worldwide Express, we’ve actually gotten the claims paid.”

Heather Welch

ADA Enterprises Accounting Manager



Growing Together

ADA Enterprises and Worldwide Express have been shipping partners for more than two years, and the success the two have created shows no sign of slowing down. Together, ADA and Worldwide Express are currently shipping 18 freight shipments each week. As ADA's shipping volume grows, so does its reliance on personalized solutions, streamlined billing and transparent rate quotes from Worldwide Express.



Do you need a shipping partner to streamline your shipping processes?

Worldwide Express has a proven record of providing customized shipping solutions for tens of thousands of small-to-medium-sized businesses throughout the country. That includes designing strategies that solve the unique challenges shippers face. Discover how Worldwide Express can transform your shipping operations at scale.

[REACH OUT FOR A FREE CONSULTATION TODAY >](#)

