



CASE STUDY ▶ Green Roads CBD Products

CBD Company Streamlines Parcel Shipping with Worldwide Express and UPS®

Green Roads is a Florida-based manufacturer and international distributor of CBD products that is experiencing rapid growth.



Green Roads Overview

The company recently realized it needed a shipping partner that provides solutions for both the tedious everyday tasks of shipping along with the challenges that often arrive with explosive growth. However, past experiences made them cautious of partnering with another shipping services provider. The majority of its shipping occurs Monday through Thursday, with heavier shipments at the end of the quarter and month.

Industry

Retail: B2B, B2C

Shipments per week

2,700

Shipping cost per month

\$113,000

Customer since

March 2022

Roadblocks to Shipping Success

▶ **Inadequate Support**

A previous shipping partner provided inadequate support when it needed escalated assistance.

▶ **Poor Communication**

Painful claims inefficiencies led to unpaid and denied claims and poor communications.

▶ **Scheduling Challenges**

Standard package pickup options created challenges in the areas of scheduling and capacity.

▶ **Ineffective Technology**

Ineffective technology led to lapsed and inefficient tracking and customer communication.



A Partner with Solutions

Worldwide Express (WWEX) is part of the largest reseller of UPS services. The company provides its expertise and decades of experience to create efficiencies and cost savings for shippers using UPS small package solutions.

WWEX pairs shippers with local experts who will learn about a company's specific needs and build shipping solutions around them. Worldwide Express specializes in using its expertise to provide shippers with cost savings and operational efficiencies. Working as a partner, WWEX and UPS designed a custom shipping program that addressed the challenges that plagued Green Roads the most.



CHALLENGE 1

Drop Trailer Program

▶ Shipper Challenge

Green Roads found difficulty in routine pickups. Schedules were often dictated by the carrier, and trucks were frequently filled with other companies' products, leaving little room for the Green Roads high-volume loads.

▶ Worldwide Express Solution

Worldwide Express provided an option where an empty, dedicated UPS trailer was delivered to its location every day. Green Roads now scans and loads products at its convenience, eliminating the need to keep employees on the clock for longer hours. This solution also provides additional space and a larger window to load products.



"We would wait for trucks to arrive at a certain time for our pickup. Sometimes, those trucks would be so full with other shipments (from other companies) that we would have to wait for a second truck to arrive. Now, working with Worldwide Express, we have an empty, dedicated trailer on-site every day so we're able to load the trailer on our time."

Brent Zimmerman | Green Roads Assistant Manager of Shipping and Logistics

CHALLENGE 2

Shipment Tracking and Customer Communication

▶ **Shipper Challenge**

Green Roads struggled to find an efficient way to provide visibility to customers that needed tracking options quickly to verify the location and status of shipments. It needed an integrated solution that provided ease of use and accuracy.

▶ **Worldwide Express Solution**

Worldwide Express provided Green Roads access to its shipping portal. This allows the company to enter an “agent scan” which is similar to an end-of-day report. All shipment information is uploaded then translates into tracking data and information for the customer — quickly.

CHALLENGE 3

Claims Resolution Support

▶ **Shipper Challenge**

With its previous shipping partner, Green Roads became resigned to a lack of timely support. When a shipment was lost or damaged, it was common for the company to wait for days or weeks for claim responses.

▶ **Worldwide Express Solution**

With Worldwide Express, claims are now handled and submitted within 24 hours with frequent communication and support through the entire process. In the past, only two of 49 Green Roads claims were approved. Now, Worldwide Express works with UPS to keep a steady approval process of 97 percent of damaged and lost claims.

CHALLENGE 4

A True Account Team and Shipping Partner

▶ **Shipper Challenge**

With their previous shipping partner, Green Roads felt it was not being treated as a “real customer.” Customer support was spotty, while timely and escalated matters were not met with urgency.

▶ **Worldwide Express Solution**

When it switched to Worldwide Express, Green Roads was assigned a dedicated account team. This included hands-on, expedited, around-the-clock support. But this support also extended beyond routine tasks and including long-term strategic solutions for all their shipping needs.



“In the past, we felt like we weren’t being treated as a real customer. With Worldwide Express, there was a huge change. The support has been there the minute we call — anytime we call.”

Anthony Gonzalez | Green Roads Manager of Warehouse Shipping and Logistics

A Bright Future Together

Worldwide Express has been working with Green Roads since March 2022 and has become a shipping partner the company relies on. Green Roads is looking toward future expansion with additional warehouses and increased production and sales.

It knows growth like this will require additional trailers, technology, processes and customer support. It believes Worldwide Express is essential to that growth and evolving the shipping strategies. These companies have started a partnership that will allow Green Roads to discover what's next.



Do you need a shipping partner that will help you grow?

Worldwide Express provides shipping solutions for small-to-medium-sized businesses that are normally only afforded to enterprise companies. The company measures its success by customer success and provides a full suite of shipping solutions to make business easier for you.

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

