



CASE STUDY

How Allstates WorldCargo Uses Data for Better Business Decisions

Making operational intelligence available across a nationwide organization means being able to spot new opportunities to cut costs and boost profits.

Since opening its first location in 1961 in Newark, New Jersey, transportation and logistics company Allstates WorldCargo (AWC) has seen its share of growth and change. They have expanded to 22 locations across the U.S. and grown their services offerings to include everything from chartering private international flights to compliance management to warehousing and distribution. Always central to this growth has been AWC's mission to build successful partnerships with their customers.

As the company expanded and the role of technology in their business exploded, data took on a more prominent role in its ability to fulfill that mission. Whether around shipping, receiving, or freight forwarding, data was abundant. Unfortunately, without the right tools, it had become practically impossible to effectively analyze that data and turn it into action.



-  Allstates WorldCargo
-  Transportation & Logistics
-  www.allstates-worldcargo.com
-  Bayville, NJ

At a Glance

Challenges

- Excessive time organizing and visualizing data
- High likelihood of human error in data
- Inability to translate data into decision-making

Benefits

- Savings of 25% of time previously spent pulling data
- Invaluable data insights available on day one
- Direct positive impact on revenue and profits

AWC's VP of sales and marketing, Kendra Tanner, found, more and more, that her responsibilities relied heavily on data analytics. She needed to be able to see trends around customers' behaviors and growth. She needed sound data to allow her to assist with requests and proposals and negotiate carrier rates. She was also responsible for providing meaningful data to the company's 22 locations to help them meet their objectives. Finally, Kendra was responsible for presenting data to AWC's president and CEO on company expenditures, market segments, and company growth. At the same time, her company's data was multiplying at an alarming rate.

The Challenge

Kendra's data analysis process involved logging into AWC's globalization management system, extracting whatever data she could, putting the data into a spreadsheet, and then breaking out that data into 22 different spreadsheets—one for each location. To make matters worse, Kendra had to provide different key performance indicator (KPI) data—like revenue and profit margins—to team members. The cost to Kendra—in terms of time, the potential for human error, and inability to visualize the data—was challenging.

Lost time

Naturally, Kendra's routine for finding and analyzing company data ate up huge amounts of her time. Then, just to convert the data to a more visual, actionable format to share with the locations, she was forced to create graphs in Excel and then convert them into PDF files.

"This part of my job was quite tedious and incredibly time-consuming," Kendra remembers. "I probably spent a week every month on data collection, analysis, and presentation. In other words, this took up 25% of my time."

"I dealt with hundreds of thousands of new records per month. This was a massive amount of data for me to manipulate, definitely not as simple as knowing a basic formula."

— Kendra Tanner, VP of Sales & Marketing,
Allstates WorldCargo

High likelihood of error

Kendra was also painfully aware that—every time she manually created a spreadsheet—the likelihood of data entry or formula errors occurring was high. These errors, she knew, could easily turn into larger issues down the road.

Inability to tell the story

Finally, Kendra knew that, if her job was to help locations and company leadership understand their current opportunities and challenges—such as which carriers were driving up costs or which locations were generating the most revenue—then her current method was less than ideal. Often her presentations to the president, for instance, consisted of building charts in Excel and then pasting screenshots of those charts into her PowerPoint presentations. Kendra knew this was just not sufficient to tell the story she was seeing. "My data analysis was not interactive," she recalls. "I'd have to toggle between screens or tabs for each metric and hunt for information or answers requested on the fly." Often, those were questions Kendra would then spend hours answering after meetings.

The value that AWC placed in data analysis was not the problem, Kendra knew. It had always been a top priority. Unfortunately, with so much more data and without the right tools to organize and extract the right insights from it, Kendra was struggling to mine the value she knew lay in their data. She also knew there had to be a better way to share those insights with the organization than manually emailing out Excel screenshots. A business intelligence (BI) tool, she decided, could hold the key to solving her data problem.

The Solution

One day, with BI platforms on her mind, Kendra happened upon a mention of Numetric, navigated to their site, and submitted her information to learn more. Before long, she was watching a demo of the product and she knew she was on to something.

"I knew it was going to be better than the way I was doing it," recalls Kendra. "It was 100 times better than the way I was doing it, just the visualizations and how it created graphs automatically."

Convinced that Numetric held the solution to getting maximum value out of AWC's data, Kendra moved forward with partnering with Numetric.

The Benefits

In early 2017, Kendra began implementation and training with the team at Numetric. Although she was initially attracted by the visualizations Numetric provided, she soon found that it was the combination of their product and their outstanding customer experience team that made Numetric the perfect choice.

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Phenomenal customer experience

Upon signing up, Kendra was immediately assigned an account manager, whom she describes as "phenomenal." Starting with an initial conference call, the Numetric team set out to understand Kendra's specific requirements and helped her understand each step of the implementation that lay ahead.

From there, her account manager walked her through the entire process. "My account manager helped ensure our KPIs and overall analysis were correct. It was terrific to work with someone who could fine-tune the platform to my specifications," she says. "With any new systems, you're never going to be an expert. That's why it was critical to work with someone who could guide me through the whole experience."

This, she says, is in stark contrast to other vendors she has worked with. "I've purchased software from other companies before—once the sale is made you're on your own. But with Numetric, their customer support was fantastic. I was able to understand Numetric and get what I needed out of the system from day one."



Empowering better performance

With Numetric, providing up-to-date data to location team members has become a breeze—and a catalyst for more data-driven action across AWC. This is due, in large part, to the ease with which data is updated in Numetric.

Kendra says, “Now that we have our formulas set up, once I upload the new data to Numetric, the platform takes care of everything. The analysis process couldn’t get any easier.”

At the same time, manually emailing out graphs to location team members has been replaced by access to data in the cloud. Working with her account manager, Kendra has given each location access to operational intelligence about their own location’s operations by setting up unique logins for each one. Without any work on Kendra’s part, each location team member can log in and instantly see their KPIs—like revenue and profit margin—broken down by location, by salesperson, by mode of transportation, by country, by route, by carrier, and more.

Using this data, station personnel can target opportunities to use carriers that would lower

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costs, for example, or switch to a route that would increase profit margins. Location team members can zoom in on the performance of a single salesperson and make adjustments.

Armed with the same insights, Kendra is able to go from just delivering data to constructively helping locations improve. She can see where their business has grown, where they have lost business, or where they need to target marketing and then use Numetric to help them set and track objectives for the future.

Visualizing the story

Now that Kendra has Numetric, analyzing data and building graphs in Excel and then pasting screenshots into PowerPoint are a thing of the past. When it is time to present to the president and team members, she has an arsenal of stunning graphs and charts, automatically generated by macros that would be impossible to create in Excel.

"The best part is that my presentations are now interactive," says Kendra. "If I am presenting data analysis to the team, I can easily access data points with a click of the mouse, rather than fumbling between slides. If a team member has a question, we can drill into the data in real time. My presentations are now more engaging—and dynamic."

Best of all, this increase in engagement equals greater alignment throughout the company around data.

Time well spent

Relieved of the task of assembling and analyzing data, Kendra has now regained a huge chunk of her time to focus on driving better performance at AWC. "Overall, Numetric allows me to spend less time trying to organize data and more time focusing on the picture it's painting," Kendra says. "Today, I can concentrate more on working with my sales teams and look at how we can do better as a company."

Perhaps even more importantly, Kendra and her colleagues rest easy, knowing that data is reliable. "I now know that, with less effort, I can trust the accuracy of my data. I can make clear and concise decisions on behalf of the company. Finally, I'm empowered by the data—not buried in it. We can take action on the data, rather than just creating it."

Turn Analytics Into Action

Numetric empowers teams to visualize data from multiple sources in real time and give anyone inside or outside their organization the ability to dig into the data and get answers they can take action on. If you're ready for faster, fully shareable, and completely explorable analytics, request a custom demo today.

Numetric.com

