CUSTOMER SNAPSHOT: OFFICE DEPOT

Chris Roberts, a Senior Director of Operations for the DCS SE Region, recently shared a customer value delivery initiative J.B. Hunt executed for Office Depot. This Office Depot location is in Jackson, Mississippi, and encompassed an entire year's improvement on backhaul and, as a subsequent result, revenue for 2018.

OPPORTUNITY

Office Depot is an office supply retailer that was founded in 1986 and based in Boca Raton, Florida. J.B. Hunt has maintained a long-standing relationship in handling Office Depot's freight needs, and we are always looking for ways to further increase the value we provide. We identified an unorthodox and complicated approach around Office Depot's one-way volume by matching it with backhaul lanes to drive out costs.

PROCESS

Previously, there was a bulk of "one-way" volume that went to multiple other carriers out of the Jackson, Mississippi facility. J.B. Hunt's account management and backhaul group in DCS identified where we could add backhaul loads or even headhaul lanes to fill empty miles.

By taking over these one-way lanes and becoming the carrier, J.B. Hunt was then able to offer true cost savings to Office Depot since our dedicated rates most often beat the market rates for one-way business. In addition, adding backhaul provides J.B. Hunt a way to share the revenue that is booked from that backhaul customer to Office Depot, without sacrificing service.

Working over the course of 2018 with this strategy and Office Depot's trust, J.B. Hunt was able to increase revenue from Office Depot, provide a reduction in cost per mile, simplify the booking options, and improve service.

RESULTS

J.B. Hunt's fleet with Office Depot in Jackson, Mississippi, achieved the following in 2018:

- **23% increase in revenue** from Office Depot
- **31.7% increase in backhaul revenue** credited to Office Depot
- **6% reduction in cost per mile** for Office Depot
- **$16,000 savings** provided to Office Depot in one-way volume J.B. Hunt took over
- **Over 1,100 loads taken over** from other carriers for J.B. Hunt to cover
- Improved service levels compared to the one-way inbound freight previously provided to Office Depot



J.B. Hunt has a proven ability to drive out costs as we target becoming the most efficient transportation network in North America!