CUSTOMER SNAPSHOT: EL SUPER

Peter Besada, the Director of Operations for J.B. Hunt's El Super account in Ontario, California within the DCS West Region, recently shared this customer value delivery initiative. This CVD overview demonstrates how the J.B. Hunt team has continuously flexed driver and equipment counts as the customer's needs changed through the COVID-19 pandemic.

OPPORTUNITY

El Super is a grocery retail marketplace that was founded in California in 1997 and now has over 60 locations throughout Arizona, California, New Mexico, Nevada, and Texas. Our account is contracted to have over 50 drivers, with offices based at El Super's Ontario, CA distribution center. Due to the retail and grocery nature of El Super's business, some of their demands result in surge capacity and overall flexibility is needed.

While an average week requires a driving fleet of more than 50 trucks, peak demand can sometimes require the need to double in very short time. With more than 500 Dedicated drivers within 50 miles of Ontario, CA, J.B. Hunt has a competitive advantage in Southern California when it comes to driver density. This advantage has enabled J.B. Hunt to respond to several different customer needs without jeopardizing service or hiring inefficiently.

PROCESS

Maintaining an efficient amount of equipment is paramount in being able to provide a competitive transportation solution to customers. Prior to the COVID-19 pandemic, J.B. Hunt identified a few spare refrigerated trailer units and temporarily relocated those units to a nearby account, allowing another customer in need to use them. This provided a weekly credit to El Super and solved another customer's issue with having a temporary equipment shortage.

In March 2019, when the COVID-19 outbreak hit the United States, there was a wave of excess buying by consumers in grocery stores. As a result, stocking the shelves became even more crucial. J.B. Hunt was able to retain and train new drivers that resulted in retaining service while keeping the goods on the customer's shelves. At the height of this need, J.B. Hunt doubled their driver count in less than 12 hours by pulling from other area accounts and training the drivers to handle El Super goods. This extremely efficient response was further celebrated as the fleet kept 100% service in El Super's core and surge business.

RESULTS

J.B. Hunt's El Super fleet has continuously proved its value by ebbing and flowing with the customer's demands. Some of the saving's highlights J.B. Hunt has provided for El Super include:

RESULTS CONTINUED

- **Over $50,000 in savings** during the pandemic response by J.B. Hunt providing capacity instead of El Super outsourcing to other outside carriers that are not contracted with normalized rates.
- **Approximately $50,000 in savings** over a 12-week period in 2020 by relocating equipment to other accounts.
- **$75,000 in savings** from a process improvement J.B. Hunt identified that incorporated moving product made in an El Super store in Riverside, CA, to the Ontario Distribution Center.
- The J.B. Hunt El Super Fleet receives about $12.5 million in annual revenue and El Super has realized at least a **1.5% annual savings** from J.B. Hunt's capabilities in these few examples.



With J.B. Hunt's hiring strengths, we can meet a customer's surge demand and protect service levels!