CUSTOMER SNAPSHOT: FARMER BROTHERS

Jeff Sullivan, Operations Director for our DCS SW Region, recently shared this customer value delivery initiative. This CVD project demonstrates how utilizing our in-house engineering team to analyze customer data helps us be more efficient.

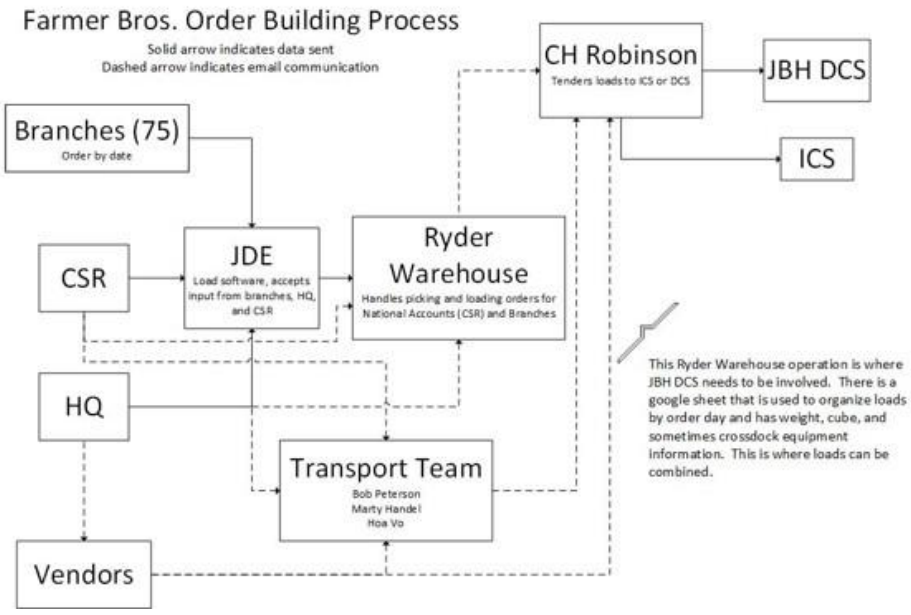
OPPORTUNITY

Farmer Brothers is currently based in Northlake, Texas, and was founded in California in 1912. Farmer Brothers first entered a DCS contract in 2016. We currently have 20+ drivers in Texas, Illinois, and even New Jersey to handle their business.

Jeff Sullivan and team recognized that Farmer Brothers had a static delivery schedule that was the same every other week. They were shipping several of these loads across the country and were not maximizing the payload. This presented the opportunity to be a more dynamic and true partner. Rather than simply running the miles and delivering the load with half of the trailer filled, Jeff identified that we could combine loads and utilize our driver to unload the trailer in many circumstances.

PROCESS

In 2017, J.B. Hunt's Southwest Region Engineers analyzed initial year's data and proposed the combination of loads and labor to the customer.



Key Points:

- J.B. Hunt initiated idea and received customer's approval
- Initial pilot program resulted in combining loads through weekly optimization
- Customer's branches are still in process of being converted as more success is realized
- Partnering to increase efficiency since 2016

RESULTS

As a result of this engineering design, Farmer Brothers has converted approximately 30% of all branches to driver unload. Overall, 50% of the loads J.B. Hunt executes are driver unload.

In addition, this has resulted in:

- An **annual reduction of 95,000 miles** for the customer
- Approximately **10% of routes being combined** currently (ongoing improvement)
- Efficiency improved by realizing over **100+ load reduction**
- Estimated **annual savings: $280,000+**
- **5% reduction in customer's annual cost**

In conclusion, the strengthened relationship with Farmer Brothers has been proven in their reliance and confidence as shown by the Regional Sales leadership and upper management. We are positioned well to retain and grow with this customer.



Utilize J.B. Hunt's Engineering & Technology and analysis tools today to help grow your business and strengthen partnerships!