



Customised
Freight Solutions



CFS CASE STUDIES

AN END-TO-END SOLUTION

- ✓ Total Logistics Management
- ✓ National & International Network
- ✓ Full Semi Loads & Project Work
- ✓ Intuitive Transport Management System
- ✓ 3PL & 4PL
- ✓ Multi Carrier Technology
- ✓ API Integration
- ✓ One point of contact
- ✓ Ongoing reviews



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CASE STUDY

STREAMLINING FREIGHT FOR A LEADING MARKETING AGENCY



CUSTOMER PROFILE

FROM FRAGMENTED FREIGHT TO UNIFIED CONTROL

A national full-service marketing agency managing end-to-end campaigns across Australia, from point-of-sale materials to printed collateral. Freight needs range from small satchels to multi-pallet shipments, often involving hundreds of deliveries with strict deadlines and high client expectations.

CHALLENGES

Escalating Freight Costs

Over 60 independent printers booked their own freight, causing inconsistent pricing and inflated costs.

No Tracking or Visibility

No unified tracking system to monitor nationwide deliveries, delaying updates and impacting service.

Limited Logistics Control

No direct carrier booking, slowing operations for multi-location campaigns.

Complex Coordination

Multiple shipment sizes and destinations without a streamlined process created inefficiencies.

Communication Gaps

Acting as a middleman between clients and printers delayed resolution of shipping issues.

OUR SOLUTION

Centralised Control

One platform for booking, carrier selection, and cost management.

Real-Time Visibility

Live tracking for all shipments, enabling accurate client updates.

Cost Reduction

Direct booking slashed freight costs by optimising carrier selection.

Streamlined Campaign Management

Flexible system handling all shipment sizes with ease.

Direct Communication

Faster issue resolution through direct printer engagement.

THE RESULTS



30%

REDUCTION IN FREIGHT COSTS



50%

EFFICIENCY INCREASE



80%

FASTER QUOTING



100%

FREIGHT CONTROL

30% Lower Freight Costs

Eliminated printer markups and managed freight in-house.

100% Control Over Logistics

From carrier choice to booking schedules.

Greater Efficiency

Real-time tracking and streamlined processes improved nationwide delivery performance.

Improved Customer Service

Accurate, on-time delivery updates increased client satisfaction.

Scalable Operations

Flexible systems supporting both local and national growth.

CASE STUDY

STREAMLINING FREIGHT FOR A AGRICULTURAL MANUFACTURER



CUSTOMER PROFILE

FROM COMPLEX FREIGHT TO FULL CONTROL

A leading Australian agricultural manufacturer supplying dairy farms nationwide with consumables, specialised chemicals, and full dairy facility builds. Managing over 100 daily shipments across multiple carriers created inefficiencies, high costs, and limited visibility.

CHALLENGES

100+ Freight Providers

Complex management of bills, contracts, and communications.

No Central Tracking

Time lost chasing updates and resolving issues.

Dispatch Bottlenecks

Could only process 40 consignments per day.

Driver Inefficiency

Internal drivers spread across too many depots.

High Costs & Low Recovery

Limited rate negotiation and only 15% freight cost recovery.

IBC Return Issues

Manual, slow container return process.

OUR SOLUTION

Provider Consolidation

One platform for all freight needs, replacing 100+ carriers.

Integrated Tracking

Real-time visibility across all shipments.

Optimised Dispatch

Increased capacity from 40 to 100+ consignments daily.

Driver Efficiency

Routes consolidated to focus on high-priority deliveries.

Cost Recovery System

Transparent tracking lifted recovery rates.

Simplified Returns

Streamlined IBC container management.

THE RESULTS



Freight Efficiency

15–20 seconds to process each job.

Reduced Costs

Bulk rates with larger carriers.

80% Cost Recovery

Up from 15%

Full Freight Visibility

Faster customer responses and accountability.

Productive Drivers

More time for priority work and manufacturing support.

Simplified Returns

Quicker, less complex container handling.

CASE STUDY

STREAMLINING FREIGHT FOR A FITNESS INDUSTRY SUPPLIER



CUSTOMER PROFILE

FROM DELAYED DELIVERIES TO END-TO-END CONTROL

A leading Australian gym equipment supplier delivering to both B2B and B2C customers nationwide. Products range from small accessories to large machines, often requiring specialised transport like crane trucks, same-day couriers, and tailored last-mile solutions. Multiple brokers and inconsistent service led to frequent delays and depot issues.

CHALLENGES

Depot Delays

Freight often stuck at depots, especially oversized items.

Inconsistent Providers

Varied service quality across multiple brokers.

Partial Deliveries

Frequent split shipments delayed order completion.

Limited Control on Specialised Freight

Struggled with urgent or complex deliveries.

Residential Access Issues

Large deliveries to residential addresses caused delays.

No Central Tracking

Limited visibility and poor communication across carriers.

OUR SOLUTION

Consolidated Freight

Single platform replaced multiple brokers.

Specialised Transport

Network of crane trucks, tailgate lifts, and same-day couriers.

Final-Mile Coordination

Ensured depot freight reached destinations without delay.

Direct Load Services

Reduced handling, sped up bulk equipment movements.

THE RESULTS



95% Fewer Delays

On-time delivery became the norm.

25% Freight Cost Savings

Optimised routes and carrier selection.

45% More Repeat Orders

Reliable service boosted client loyalty.

85% Reduction in Partial Deliveries

Orders arrived complete, on time.

CASE STUDY

STREAMLINING FREIGHT FOR A HEAVY EQUIPMENT MANUFACTURER

CUSTOMER PROFILE

FROM LIMITED FREIGHT OPTIONS TO A FLEXIBLE NATIONAL NETWORK

A national supplier to the energy, mining, transport, and manufacturing sectors. Freight needs ranged from small parcels to oversized machinery, delivered to both metro and remote regions. Reliance on a single carrier drove up costs, reduced flexibility, and limited visibility over freight movements.

CHALLENGES

Single Carrier Dependence

Inflated costs and limited service options.

High Freight Costs

No ability to negotiate competitive rates.

Lack of Flexibility

Couldn't efficiently service varied freight needs.

No Central Tracking

Minimal visibility, delayed updates.

Urgent Delivery Bottlenecks

Limited solutions for critical shipments.

Inconsistent Performance

Service delays with no backup carrier options.

OUR SOLUTION

Diversified Carrier Network

Multiple providers matched to freight type and region.

Centralised Freight System

Booking, tracking, and management in one platform.

Flexible Options

Same-day, oversized, and remote delivery capabilities.

Supplier Integration

Third-party shipments booked through the same system.

Cost Optimisation

Competitive rates through targeted carrier selection.

THE RESULTS



60%

INCREASE IN
CARRIER
RELIABILITY



50%

REDUCTION IN
MANUAL FREIGHT
PROCESSING



30%

REDUCTION IN
FREIGHT COSTS



40%

EXPANSION IN
NETWORK REACH

60% More Reliable Deliveries

On-time and consistent service.

50% Less Manual Processing

Streamlined bookings and reduced admin.

30% Freight Cost Reduction

Improved profitability.

40% Network Expansion

Service to more remote locations.

Faster Urgent Deliveries

Reduced downtime for client operations.

Improved Customer Satisfaction

Fewer complaints and higher retention.

CASE STUDY

STREAMLINING FREIGHT FOR A PRINTING & PACKAGING PROVIDER



CUSTOMER PROFILE

FROM DISJOINTED FREIGHT MANAGEMENT TO STREAMLINED SOLUTIONS

A printing and packaging company serving the food, pharmaceutical, and consumer goods industries. They deliver everything from large-scale commercial print runs to custom-printed consumer products. Their freight operations covered both B2B and B2C, but manual quoting, multiple carrier systems, and outdated pricing tools slowed their operations, reduced cost recovery, and created inefficiencies.

CHALLENGES

Inaccurate Quoting

Surcharges weren't factored in, leading to unexpected costs and reduced margins.

Inefficient Carrier Management

Multiple portals for quoting, booking, and tracking increased admin workload.

Outdated Pricing Models

No live rate updates, delaying accurate quotes and dispatch.

B2B/B2C Complexity

Difficult to manage high-volume commercial and residential deliveries under one process.

Manual Processes

Quoting, invoicing, and dispatch required excessive admin.

OUR SOLUTION

Streamlined Quoting

A dedicated TMS account providing full cost visibility, including all surcharges upfront.

ERP Integration

Automated quoting-to-dispatch workflow reduced errors and sped up turnaround.

Real-Time Tracking

Live shipment updates for both sales and dispatch teams to prioritise urgent deliveries.

Consolidated Carrier Management

All carriers managed via one central platform, removing the need for multiple systems.

THE RESULTS



30%

REDUCTION IN
MANUAL
PROCESSING



35%

INCREASE IN
COST RECOVERY



25%

INCREASE IN
DISPATCH TIME



30%

IN OPERATIONAL
EFFICIENCY

30% Less Manual Processing

Automation freed staff for higher-value tasks.

35% Better Cost Recovery

Accurate quoting improved profitability.

25% Faster Dispatch

Consistently met time-critical deadlines.

30% Higher Efficiency

Improved handling of both B2B and B2C deliveries with fewer delays and errors.

CASE STUDY

STREAMLINING FREIGHT FOR A BREWING EQUIPMENT SERVICES



CUSTOMER PROFILE

FROM LOGISTICS GAPS TO SEAMLESS EQUIPMENT RELOCATION

A nationwide provider of decommissioning and installation services for the brewing industry. They handle dismantling, transporting, storing, and delivering large-scale brewing equipment, including stainless steel vats and boilers. Complex multi-stage projects required crane unloads, heavy transport, and both standard and refrigerated storage, but limited logistics resources caused delays and inefficiencies.

CHALLENGES

Limited Logistics Network

Few carriers able to manage oversized brewing equipment and crane services.

Inefficient Multi-Stage Coordination

No central partner to manage moves from site to storage to final delivery.

Inadequate Storage Options

Difficulty sourcing standard and refrigerated facilities.

Lack of Specialised Freight Services

Limited access to crane trucks and long-haul options.

High Transport Costs

Inefficient routing and poor vehicle utilisation increased expenses.

OUR SOLUTION

Specialised Carrier Network

Nationwide access to crane trucks, heavy-duty transport, and line-haul services.

Project Coordination

Managed all stages from decommissioning to delivery via our TMS.

Tailored Storage Solutions

Secure standard and temperature-controlled facilities arranged.

Optimised Routing

Reduced freight costs and improved delivery times.

Transparent Billing

Itemised costs for easy on-charging to clients.

THE RESULTS



50%

INCREASE IN
HANDLING
EFFICIENCY



65%

IMPROVEMENT IN
INVENTORY
MANAGEMENT



40%

REDUCTION IN
EQUIPMENT
DOWNTIME



40%

REDUCTION IN
ON-SITE STORAGE
COSTS

Faster Transport

Improved efficiency and reduced oversized freight delays.

60% Less Coordination Time

Streamlined project management via TMS.

65% Better Inventory Management

Specialised storage improved asset handling; 40% lower on-site storage costs.

50% Lower Oversized Freight Costs

Through route optimisation and better carrier selection.

80% Greater Service Flexibility

Added frozen storage and wider client solutions.

Simplified Billing

Reduced admin and improved cost transparency.

CASE STUDY

STREAMLINING FREIGHT FOR A PORTABLE POWER & ACCESSORIES SUPPLIER

CUSTOMER PROFILE

FROM SLOW TRANSIT TIMES TO FREIGHT EFFICIENCY

A national provider of 12-volt power solutions, including lithium batteries, solar panels, and portable generators for off-grid, 4x4, and outdoor use. Serving both retail and commercial clients, they faced the added complexity of managing Dangerous Goods (DG) freight, such as lithium batteries, alongside the need for timely deliveries to both metro and remote locations.

CHALLENGES

Multiple Freight Providers

Complex admin, multiple contracts, and no central control.

High Freight Costs

No bulk rate negotiation with a fragmented carrier network.

Limited Tracking

Manual follow-ups caused delays and poor visibility.

Dispatch Bottlenecks

Capped at 40 consignments per day despite higher demand.

DG Freight Complexity

Regulatory requirements and carrier limitations caused delays.

OUR SOLUTION

Carrier Diversification

Added DG-compliant and remote-area carriers for faster, wider coverage.

Automated DG Compliance

Linked product SKUs to bookings for instant regulatory processing.

Centralised Tracking

Real-time visibility across all shipments.

Rate Negotiation & Route Optimisation

Reduced costs with targeted carrier use.

Dedicated Support Team

Single contact point for all freight queries.

THE RESULTS



60%

INCREASE IN
DELIVERY
ACCURACY



90%

REDUCTION IN
MANUAL FREIGHT
PROCESSING



45%

INCREASE IN
BUSINESS OUTPUT



50%

REDUCTION IN
FREIGHT QUERIES

60% Better Delivery Accuracy

Orders reached the correct destination more reliably.

90% Less Manual Processing

Automation freed significant operations time.

45%+ Increased Output

Scaled up handling capacity.

50% Fewer Freight Queries

Less time spent on tracking and updates.

Consistent Service to Remote Areas

Dynamic routing ensured timely deliveries nationwide.

Improved Customer Satisfaction

Faster, more reliable service boosted loyalty and market reputation.

CASE STUDY

STREAMLINING FREIGHT FOR A SOLAR ENERGY PROVIDER



CUSTOMER PROFILE

FROM FRAGILE FAILURES TO SEAMLESS DELIVERIES

A leading provider in the renewable energy sector, supplying solar panels, lithium batteries, and related components for both commercial and residential projects. Operating nationally, they manage fragile and hazardous goods through multiple 3PL providers across major cities, servicing solar installers, electricians, and large developers with tight delivery timelines.

CHALLENGES

Fragile Goods Handling

Solar panels were frequently damaged in transit, leading to costly replacements and missed project deadlines.

Dependence on Limited Carrier Options

A restricted carrier network limited delivery speed, interstate coverage, and access to dangerous goods (DG) transport.

Inefficient Freight Coordination

Managing multiple 3PL providers from a single office created dispatch inefficiencies and complicated stock tracking.

Gaps in Communication

A small dispatch team handled all freight operations, causing delays in providing customers with tracking updates and increasing follow-up requests.

OUR SOLUTION

Improved Fragile Goods Handling

Expanded carrier network with fragile and DG expertise, reducing transit damage.

Real-Time Tracking & Communication

Gave sales and dispatch instant shipment updates to cut follow-ups and prioritise urgent jobs.

Consolidated Deliveries

Used carriers handling both general and DG freight to ensure complete, on-time orders.

Targeted Team Training

Trained sales and dispatch to use tracking tools, enabling sales to answer customer queries directly.

Managed Time-Sensitive Orders

Monitored each shipment end-to-end to meet critical delivery times.

THE RESULTS



80%

REDUCTION IN DAMAGES



15%

REDUCTION OF FREIGHT COSTS



30%

GROWTH IN FREIGHT VOLUME



30%

IN OPERATIONAL EFFICIENCY

80% Reduction in Damages

Specialised carrier selection significantly reduced damage to panels and batteries, cutting replacement costs and delays.

15% Cost Reduction

Consolidating carriers and streamlining processes lowered overall freight spend, especially for DG shipments.

30% Higher Operational Efficiency

Real-time tracking and clearer communication allowed dispatch to focus on core logistics while sales handled customer updates.

30% Growth in Freight Volume

Improved service levels and cost savings led to greater reliance on CFS for logistics, increasing freight volume handled.

CASE STUDY

STREAMLINING FREIGHT FOR A CARAVAN & RV PART MANUFACTURER



CUSTOMER PROFILE

FROM HIGH COSTS AND ZERO VISIBILITY TO A STREAMLINED SUPPLY CHAIN

A multinational caravan and RV component supplier, distributing products from a Melbourne warehouse to wholesalers and online retailers nationwide. Reliance on a single carrier led to high costs, limited delivery options, and no shipment visibility, impacting efficiency and customer satisfaction.

CHALLENGES

Escalating Freight Costs

Single-carrier dependency increased expenses, especially for remote deliveries.

No Shipment Tracking

Lack of real-time updates caused delays and reduced customer confidence.

Limited Logistics Oversight

Minimal control over carrier selection restricted flexibility.

Complicated Distribution

Wide product range created inefficiencies in managing varied shipment sizes.

Gaps in Communication

Carrier delays slowed issue resolution and service delivery.

OUR SOLUTION

Diversified Carrier Network

Multiple carriers matched to delivery location, size, and freight type.

Flexible Pricing

SKU-based model offering per-kilo or pallet rates for cost efficiency.

Enhanced Communication

Automated tracking emails for drop ship orders and wholesale deliveries.

Comprehensive Training

One-on-one sessions with dispatch, warehouse, and sales teams for smooth adoption.

THE RESULTS



48%

REDUCTION IN FREIGHT COSTS



30%

EFFICIENCY INCREASE



25%

GROWTH IN FREIGHT VOLUME



30%

CUSTOMER SATISFACTION INCREASE

Personalised Service

Tailored solutions improved operational capabilities.

20–30% Cost Reduction

Lower freight costs, especially to remote locations.

Improved Efficiency

Faster turnaround and adaptability to market demands.

Better Customer Service

Sales team gained direct booking portal access for urgent jobs.

Higher Satisfaction

Clients received more reliable and timely deliveries.

CASE STUDY

STREAMLINING FREIGHT FOR A CLOSURE MANUFACTURER



CUSTOMER PROFILE

FROM MISSED DEADLINES TO RELIABLE TIME-SENSITIVE DELIVERIES

A leading manufacturer of caps and seals for the wine, beer, and beverage industries. Serving bottling plants, breweries, and wineries across Australia, their deliveries are critical to keeping production schedules on track. Missed delivery windows, poor communication, and inconsistent carrier performance were putting client relationships at risk.

CHALLENGES

Missed Delivery Slots

Late deliveries disrupted customer production schedules and triggered penalties.

Poor Carrier Communication

Delays were only discovered when reported by customers, damaging trust.

Risk of Losing Key Clients

Time-critical failures jeopardised relationships with major accounts.

Partial Deliveries

Incomplete orders created inefficiencies in client operations.

Limited Regional Reach

Expansion into areas like WA was hindered by a lack of reliable carriers.

OUR SOLUTION

Dedicated Carrier Setup

Secured delivery windows aligned with client production schedules.

Proactive Communication

Real-time delay alerts allowed advance customer notifications.

Carrier Diversification

Added reliable, cost-effective options for new regions.

Ongoing Performance Review

Regularly assessed and adjusted carriers to maintain high standards.

THE RESULTS



98% On-Time Delivery

Consistently met time-critical deadlines.



100% Customer Retention

Improved reliability and communication protected key accounts.



98% Reduction in Partial Deliveries

Orders arrived complete and on time.



Seamless Service Continuity

Carrier transitions were smooth with no delivery interruptions.

CASE STUDY

STREAMLINING FREIGHT FOR A CONSTRUCTION & INFRASTRUCTURE SUPPLIER



CUSTOMER PROFILE

FROM LOGISTICS STRUGGLES TO SPECIALISED FREIGHT SOLUTIONS

A national supplier of light poles, concrete blocks, and accessories, delivering to commercial building sites across Australia. With oversized poles and heavy blocks requiring crane trucks and specialised handling, their previous supplier couldn't meet requirements, leading to delays and inefficiencies.

CHALLENGES

Limited Logistics Network

Lacked reliable carriers for oversized freight, especially in Queensland.

Inadequate Oversized Freight Solutions

Previous supplier couldn't consistently provide crane trucks or forklift-accessible carriers.

Poor Coordination for Specialised Deliveries

Union and construction site requirements caused delays without detailed logistics planning.

Lack of Flexibility

Special projects with heavy-lift needs couldn't be handled reliably.

High Operational Costs

Inefficiencies in oversized freight handling drove up expenses.

OUR SOLUTION

Specialised Carrier Network

Introduced reliable carriers for oversized items, with crane trucks and forklifts as needed.

Project-Based Coordination

Managed complex deliveries as individual projects for smoother execution.

Streamlined Standard Freight

Simplified booking and tracking for palletised shipments.

Comprehensive Freight Planning

Optimised scheduling and routes for both standard and oversized jobs.

Real-Time Tracking

Provided full shipment visibility to improve client communication.

THE RESULTS



Fewer Delays

Improved carrier selection and planning ensured on-time arrivals.

Better Planning Efficiency

Reduced scheduling time and increased turnaround speed.

Fewer Customer Complaints

Real-time tracking and reliable deliveries improved satisfaction.

Lower Mismanagement Rates

Clear separation of standard and oversized freight reduced booking errors.

Increased Uptime

Timely deliveries kept projects on track.

Less Freight Damage

Specialised handling reduced incidents during transit.

CASE STUDY

STREAMLINING FREIGHT FOR A WATER TECHNOLOGY SUPPLIER



CUSTOMER PROFILE

FROM FRAGMENTED FREIGHT TO A CONTROLLED, COST-EFFECTIVE NETWORK

A national supplier of industrial water valves and related products for commercial builds and remote mine sites. Handling small consignments, heavy items, and urgent full loads, they faced delays, inefficiencies, and high costs due to multiple systems, limited carrier options, and no centralised control.

CHALLENGES

Fragmented Systems

Multiple freight platforms and manual quoting slowed bookings and increased admin.

No Central Visibility

Lack of real-time tracking made it difficult to manage delays or urgent freight.

No Freight Recovery Strategy

High-value freight costs absorbed into goods with no accountability from carriers.

Poor Internal Communication

Freight queries disrupted warehouse operations and slowed responses.

Limited Carrier Options

No flexibility to adapt carrier mix when needs changed.

OUR SOLUTION

Centralised TMS

Replaced multiple systems with one platform for quoting, booking, and tracking.

Curated Carrier Network

Matched carriers to freight profile for cost, service, and reliability.

Direct Freight Support

CFS became the single point of contact, removing pressure from internal teams.

Scalable Tailored Freight Planning

Optimised scheduling and routes for both standard and urgent deliveries.

Time-Critical Strategy

Special processes and carrier selection for breakdown and urgent jobs.

THE RESULTS



39% Freight Cost Reduction

Better carrier selection and planning delivered significant savings.

Improved Visibility

Real-time tracking reduced time chasing updates and improved responsiveness.

Faster, More Reliable Deliveries

Time-critical jobs handled with greater precision.

Simplified Communication

Freight queries routed directly to CFS, reducing operational noise.

One Source of Truth

Single platform cut admin, errors, and quote discrepancies.

Confidence in Carrier Network

Reliable mix with flexibility to pivot as needs evolve.

CASE STUDY

STREAMLINING FREIGHT FOR A SAFETY LIFTING & RIGGING MANUFACTURER

CUSTOMER PROFILE

FROM HIGH-VOLUME FREIGHT STRAIN TO CENTRALISED, COST-CONTROLLED OPERATIONS

A national manufacturer of safety, lifting, and rigging equipment, moving cartons, skids, and break bulk pallets between branches and B2B customers. Time-sensitive pallet and carton movements required nationwide coordination, but limited systems, poor visibility, and high admin workloads created delays, cost blowouts, and inefficiencies.

CHALLENGES

No Visibility or Support

Previous system lacked transparency and real-time tracking.

Unclear Charges & Poor Cost Recovery

Hidden surcharges made reconciliation slow and inaccurate.

High Admin Burden

Manual reconciliations, rate updates, and carrier communication.

Limited Carrier Options

Few alternatives during service issues or peak demand.

System Limitations

No ERP integration or customisation, creating process disconnects.

OUR SOLUTION

Centralised Booking & Tracking

One platform for all freight, with real-time visibility.

Transparent Quoting

Upfront surcharges reduced billing disputes and improved recovery.

Full-Service Support

CFS handled all carrier communication, claims, and issue resolution.

ERP Integration

API link improved data accuracy and eliminated double-handling.

Carrier Optimisation

Broader network with backup options for peaks or disruptions.

THE RESULTS



90%

IMPROVEMENT IN COST RECOVERY



62%

REDUCTION IN FREIGHT ADMIN



10-15%

REDUCTION IN FREIGHT SPEND



100%

ERP INTEGRATION

10-15% Freight Cost Reduction

Savings through better carrier selection and accurate quoting.

Lower Admin Load

Freight admin shifted from internal teams to CFS.

Faster Cost Recovery

Accurate upfront quotes simplified reconciliation.

Improved Delivery Reliability

Flexible carrier mix reduced transit times and boosted performance.

Real-Time Control

Centralised visibility improved service and proactive management.

Seamless Integration

ERP link enabled an automated, connected workflow.