

CUSTOMER SUCCESS STORY

Seven Senders enables ASICS to achieve linehaul cost savings in addition to higher customer satisfaction with their local last mile carrier network

ASICS is a brand that has become synonymous with high-quality footwear and apparel. The name ASICS was chosen for a meaningful reason - it stands for 'Anima Sana In Corpore Sano', which translates to "a Sound Mind in a Sound Body." Since its humble beginnings in 1949 in Kobe (Japan), the brand's popularity continues to grow, and ASICS has become a favorite among runners and other athletes.

ASICS has always believed in the positive benefits of movement. And this is where the collaboration with Seven Senders made sense, helping them optimize the movement of their parcels to the end consumer. **To set up their cross-border shipping and build a sound future for the company, ASICS has relied on the unique value proposition of customized last mile service capabilities through the logistics network Seven Senders has to offer.**

Seven Senders caught the eye of ASICS as an innovative concept for parcel shipping across Europe.

Previously, the company shipped internationally only with standard universal carriers. "However, as we are always looking for innovative approaches to better address consumers and enhance the customer experience, this solution was no longer sufficient and not well geared to the future," explains Michael Gryszko-Prattes, Director of Distribution EMEA at ASICS.





ASICS and Seven Senders have cooperated since October 2022 for home deliveries in some of the main target countries throughout Europe. Out-of-home deliveries and return shipments have been live since June 2023. Furthermore, in July, a completely new market was opened utilizing Seven Senders' customs solution: Switzerland. Below are just a few of the positive results for ASICS since the start of the collaboration with Seven Senders:

- **Cost savings** of up to 14% per line haul
- **More flexibility** through local carrier network
- **Customer satisfaction and sustainability** with the PUDO Locator
- **Transparent & reliable customs clearance** solution

WORKING IN AN AGILE MANNER SUPPORTED BY FULLY CUSTOMIZED PLATFORMS

Besides good delivery services with a fully individualized last mile carrier portfolio adapted to ASICS' needs, **Seven Senders also provides additional services, such as a powerful BI tool (Analytics), carbon offsetting of transport-related emissions of shipments, and a backup return label engine.** A dedicated team of experts from Customer Operations, Partner Integration, and Key Account Management is available to respond to ASICS' requests and to raise our cooperation to an even higher level.

The possibilities to customize the Seven Senders portal enable the ASICS customer service teams to proactively track all shipments before they are delivered, easily log and track the progress of all claims, and manage returns for all last mile providers—in one easy overview. Delivery performance can be tracked daily and all of this together provides ASICS with a streamlined flow to manage all outbound parcels.

DELIVERY WITH STRONG CUSTOMER FOCUS

By working with Seven Senders, **ASICS benefits from a large network of national last mile carriers that are highly regarded in the various target markets.** For ASICS, additional delivery services ensure an optimized customer approach and more efficient processes. It is important for ASICS to cater to the needs of each individual destination country, customizing the last mile carrier to the preference of the end consumer.

French and Scandinavian customers, for example, prefer out-of-home deliveries in an international comparison. PUDO options, i.e., the selection of individual pick-up and drop-off points such as post offices, parcel lockers, and the like, are therefore essential here. **ASICS can easily offer customers at checkout the option for out-of-home delivery via the Seven Senders PUDO Locator, thus reducing delivery costs and operating more sustainably and customer-focused.** In the Nordics, the alternatives to home deliveries are being explored, an exciting addition we will offer ASICS customers in 2024.



LOOKING TO THE FUTURE WITH A LIKE-MINDED PARTNER

In July 2023, ASICS launched a webshop for its Swiss customers and used Seven Senders' expertise to handle the necessary customs clearance requirements. Seven Senders has an excellent network and many years of experience in this area. "We have to have the right documents at hand at the right time. Traceability is essential, and we have a local partner who can map the local customs activities," reports Gryszko-Prattes.

ASICS continued strategy towards sustainability is also being supported by the collaboration with Seven Senders. They have opted to ship carbon-neutral with 7SGreen and annual certificates provided by Seven Senders give a transparent overview of the emissions saved.

ASICS' last mile strategy is reflected in their carrier choices—agility within their customer-focused vision, enabling them to be ready to innovate the last mile with an eye on the future. **Seven Senders supports ASICS by streamlining processes, reducing costs, and helping the company meet sustainability targets** while providing customers within all channels the best support and service possible.

TAKE YOUR INTERNATIONAL PARCEL SHIPPING TO A NEW LEVEL

Felix Hasenzahl • VP Sales Europe • f.hasenzahl@sevensenders.com

Dircksenstraße 4, 10179 Berlin • Copyright Seven Senders 2024 • www.sevensenders.com