

CASE STUDY

STREAMLINING PURCHASING POWER

Moving Company Centralizes Purchases Across More Than a Dozen Locations

BEKINS MOVING SOLUTIONS, AN INDEPENDENT, NATIONWIDE MOVING COMPANY WITH 13 LOCATIONS AND 500 TRUCKS, WAS IN THE PROCESS OF MOVING FROM A PSEUDO-FRANCHISE MODEL TO A MORE CONSOLIDATED APPROACH. THEIR PURCHASING DECISIONS WERE DECENTRALIZED ACROSS THE LOCATIONS. EACH BRANCH HAD ESTABLISHED RELATIONSHIPS WITH WHOEVER THEY WANTED, WHICH MEANT DEALING WITH MULTIPLE EQUIPMENT AND PACKING SUPPLIES VENDORS FOR PURCHASING, BILLING AND COMMUNICATION.

A Victory Packaging sales representative approached Bekins Moving Solutions' President with the idea of one centralized purchasing process that consolidated billing and reporting across all locations. It also established one point of contact – a direct line between the President and our sales representative.

As the sole moving and storage equipment and packing supplies vendor for the company's 13 locations and 500 trucks, Victory Packaging was able to provide consistent materials at all locations, streamline invoicing and analyze purchasing patterns to optimize spend. This increased visibility allowed them to trial potential product solutions and turn the company's packing material from a loss leader into a profit center in less than four years.

In addition, Bekins Moving Solutions' President placed significant value on the improved communication that Victory Packaging offered. With a single, direct point of contact who provided direct, actionable answers, he was able to reduce significant back-and-forth communication and focus on the company's core competencies



CHALLENGE

Bekins Moving Solutions was in the process of consolidating operations across 13 locations and was dealing with multiple vendors that all had different products, invoicing systems and communication channels.

DIFFICULTIES

The company didn't have uniform standards or purchasing insights across its locations and dealt with multiple vendors more concerned with winning and dining than producing results.

SOLUTION

Victory Packaging's sales representative helped Bekins Moving Solutions gain better visibility into purchasing trends, consolidate decision-making processes and turn packing material from loss leader into a profit center.