



Signature Automotive Case Study



Executive Summary

Following exhaustive use of multiple carriers and even sticky notes in trying to document and get the best freight rate, Signature Automotive chose to work with Cerasis for better freight visibility, faster and easier shipping and control over freight claims' processes. Using the Cerasis Rater, Signature Automotive finally had a one-stop means to control total freight cost.

About Signature Automotive

Signature Automotive Products is the go-to provider of sunroofs and open-air systems for vehicles around the globe. Their experts believe in providing the best experience possible to vehicles with the timeless addition of a sunroof, and the Signature Sunroof designed to enhance the experience even more. Working with global customer base, Signature Automotive must ship products internationally and domestically to ensure everything is in top-notch shape for seamless installation.

Challenges Signature Automotive Faced Before Partnering With Cerasis

Signature Automotive faced major challenges to controlling freight spend before partnering with Cerasis. Some challenges were similar to other small businesses, including inefficient shipping, a lackluster carrier comparison process, a nonexistent freight claims process, using outdated freight rates, and eating shipping material costs. The icing on the cake was using sticky notes, up to 8-months- old in some cases, to determine daily shipping rates.

Even in working with previous logistics providers, Signature Automotive still struggled to understand true freight costs due to aging systems and an endless train of emails for every order. Signature Automotive needed a sure-fire way to finally access updated and accurate freight shipping rates for every shipment, every time and recapturing shipping costs with an automatic handling fee, letting the Signature Automotive family of team members devote more time to helping customers, not a lethargic freight rate process.

How Cerasis Helped Signature Automotive See the Light of Freight Management

Cerasis empowered Signature Automotive, replacing a malfunctioning freight management model with the proven record of accomplishment of the Cerasis Rater. Although challenging at first, Cerasis' Roy Heuser took the time and care needed to help Signature see how switching could save money and time. After implementation, Cerasis proved it could provide rates as good as, if not better than, the current freight rates available with a previous carrier or logistics provider.

Signature Automotive can leverage the Cerasis Rater to change the bill of lading (BOL) without contacting a carrier directly, and helped Signature Automotive gain control over all inbound and outbound less-than-truckload (LTL) shipments, and the company has additional carrier selection options that were not previously available, including: transit time, lowest cost carrier, and customer preference.

Signature Automotive Sees Results After Partnering with Cerasis

Within nine months of partnering with Cerasis, total freight costs dropped 46%, and the decreased continued to 49% the following year. The results were even more profound for outbound-specific freight, moving from an 11% expense to a 7% profit. Now, Signature Automotive was making money off the switch in addition to saving money!

When asked about their favorite Cerasis services, aside from those that bring in profits directly, a Signature Automotive's representative noted, "Electronic, automated pick-up [scheduling], [submitting] freight claims electronically, automated insurance add-ons and easy integration with our ERP."

Regarding freight claims, Signature Automotive has a straight-forward solution through the Cerasis Rater, presenting the facts and easy-to-use tools to guide the process forward. If something does go wrong, Signature Automotive has the backing of real, living and breathing person at Cerasis ready to help. "We recommend Cerasis for any business of any size looking to control their freight costs at last."

**“
Cerasis customer service
is good, very good,
through communication
and follow-up, [being]
open to suggestion and
look[ing] for alternative
solutions to meet our
needs.”**



**Make High Freight Spend Pack
Its Bags With a “Cerasis-YOUR
BUSINESS Partnership”**

**Gain Control Over Total Freight
Costs and Unmatched Visibility by**

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