

Optimizing Logistics at **Asahi Kasei** **North America**

The customer

Asahi Kasei, a leading multi-national chemical company founded in 1931, operates globally with a primary focus on chemicals and materials science. The North American arm of the company, Asahi Kasei Plastics North America, sought to enhance operational efficiency, employee satisfaction within its facilities, and quality of service to its customers.

The challenge

The company's production and warehouse operations faced significant challenges in planning and prioritizing daily workloads. The existing scheduling process was manual and managed through Outlook calendar. Carriers struggled to adopt manual scheduling, negatively impacting visibility into the daily schedule, causing on-time arrival issues, and impacting overall productivity. The shipping and receiving team was unable to accurately plan their work and stage loads, resulting in delays of up to 2+ hours for outbound loads and suboptimal labor costs.

Objectives

- Ensure technology alignment with physical processes at plants.
- Ensure accurate visibility into daily plans and schedules for logistics and warehouse teams.
- Enhance supply chain processes by reducing costs and time in shipping and receiving processes.
- Eliminate errors from customer loads and improve customer satisfaction.
- Challenge current technology to drive both efficiency and employee job satisfaction.

The solution

The company implemented a transformative solution to address logistical challenges:

- ✔ Empowered carriers to independently schedule outbound appointments.
- ✔ Systematically controlled appointment blocks and capacity to avoid over-scheduling.
- ✔ Introduced appointment-slot-based truck loading and unloading.
- ✔ Provided shipping and receiving teams access to a centralized scheduling system for efficient load planning.
- ✔ Mandated carriers to schedule appointments before arriving for order pickups.
- ✔ Provided visibility into the gate-to-gate process and performance across service providers and teams.



Results

The adoption of the new system yielded tangible results:

- ⊙ Automated a previously inefficient and error-prone manual scheduling process.
- ⊙ Increased carrier appointment scheduling adoption to 98%+.
- ⊙ Enabled their shipping and receiving team to right-size staffing day-to-day.
- ⊙ Pre-stage load effectively and improve labor productivity.
- ⊙ Reduce loading times and gate-to-gate by up to 80%.
- ⊙ Improve perfect order rate and customer satisfaction to be the supplier of choice.



A screenshot of the Velostics software interface. The interface is displayed over a background image of a warehouse with stacks of metal coils. The software window shows a scheduling calendar for Tuesday, March 27, at the Columbia location. The calendar has a time axis from 8 am to 3 pm. Several appointment slots are visible, each with a color-coded bar and associated shipment information. A notification at the bottom right states: "Shipment 567252389 (Inbound | 2:00 pm) from Ardagh Metal arrived at Columbia and is ready to check-in." The Velostics logo is visible in the bottom right corner of the interface. The URL www.velostics.com is visible in the bottom left corner of the overall image.