

NTI DIAGNOSES AN E-COMMERCE SOLUTION.

Featuring Kurt Herron, Logistics Risk Engineer

An e-commerce business that had seen exponential sales growth recently engaged NTI, as it had also experienced massive growth in claim numbers, primarily for theft and non-delivery.

Kurt Herron, NTI's Logistics Risk Engineer, investigated – and was surprised by what he found.

“They were a global retailer who'd grown through the COVID-19 pandemic,” he said. “But with that came additional risk factors, like nobody wanting to sign for anything.”

His risk engagement covered not just their logistics processes but reviewed their entire business operation to understand how the company saw itself.

“We identified that they saw themselves as an IT company, not a cargo owner,” he said. “As such, their priorities were elsewhere. We identified shortfalls in their shipping processes and quality assurance model.

“There were things they'd simply never thought about.”

Most of the company's time and energy went into its website infrastructure and e-commerce platform. It regarded cargo and shipping as something for transport companies and couriers to handle, rather than as an integral part of their business.

“We provided assistance and recommendations to help shore up their logistics model, while also giving them strategies to better interact with their transport companies,” he said.

“The goal is for shipment visibility. If something goes missing, where did it go missing? Did it go missing in the warehouse? Did the delivery driver scan it as it was delivered, so it's gone missing between delivery and the person getting home? Did someone take possession of it?”

Going through that data helped them identify their commodities and high-risk areas.

Kurt and his team also gave them strategies and recommendations on conducting their supplier and carrier audits, to understand issues affecting their shipments and where in the supply chain it's happening.

“It's all about identifying your high-risk areas and products, and identifying what you can do to stop or mitigate losses,” he said.

“We were also able to give them a bit more of an insight as to how important logistics was to their business, whether they saw themselves as a cargo owner or not.

“Implementing a specific staff member to look at logistics, particularly claims, was very important to the business ongoing commercial efficiency and viability.”

**For more information
on our Risk Engineers,
please contact your local
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This article contains information relating to a specific case study and you should consider what works for you.

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