

# Beyond the Visibility Gap Survey 2013

[Workshop video](#)

“We have **less than 2 years**  
to bridge the visibility gap”

[Intro video](#)

## Where are the visibility gaps in order to cash?

OmPrompt solutions: We deliver transactional excellence, so you can deliver a superior customer experience.



# Example customers



**Medtronic**



**DSV**



**stryker**



**Argos**



**BACARDI**



**Accolade Wines**



**DIAGEO**

**DB SCHENKER**

**smiths medical**



**DP WORLD**



# Beyond the Visibility Gap Workshop



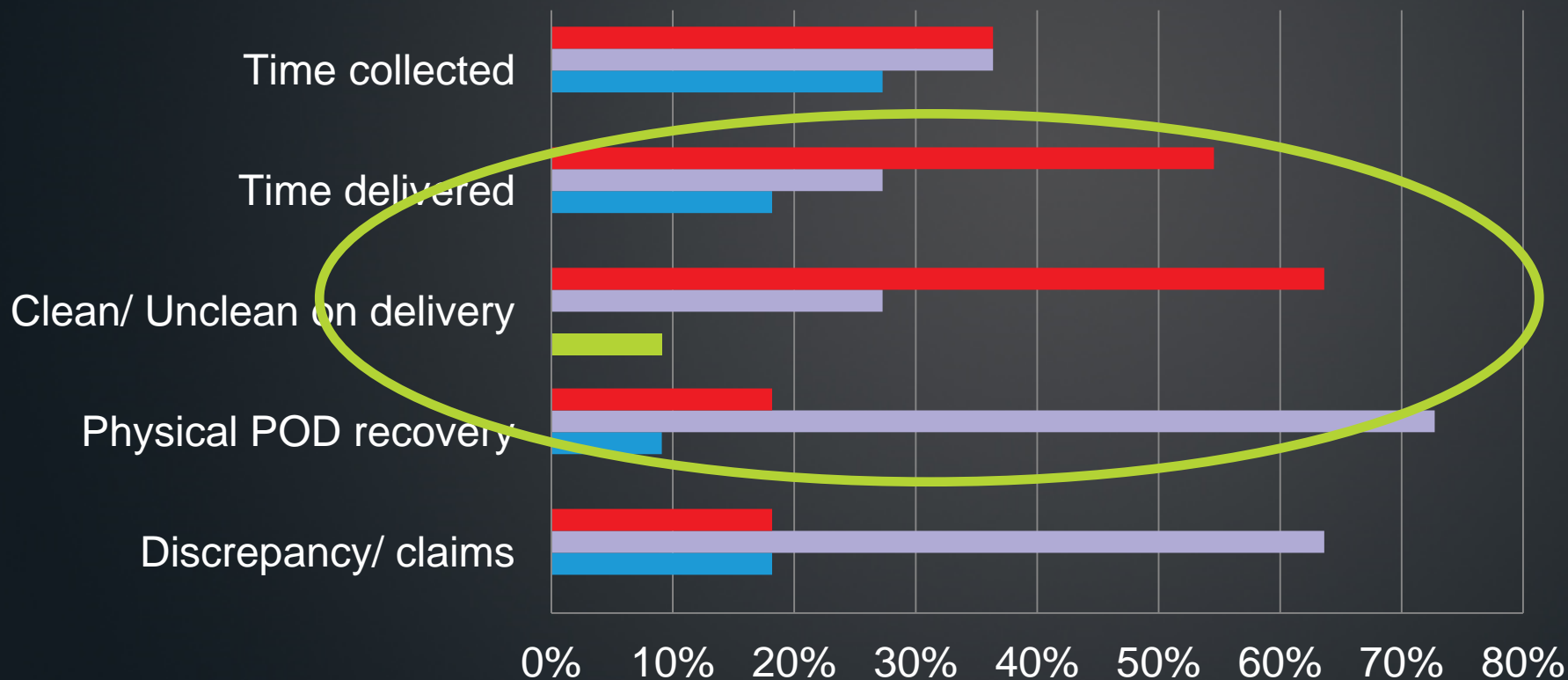
Workshop report June 2013

45 respondents including:

*Consumer goods Mars, Unilever, Kellogg's, Dannon, Dairy Crest, Accolade Wines, Scotts Miracle-Gro, Reckitt Benckiser, Heinz, Bacardi Martini, British Sugar*

*LSPs W H Malcolm, Langdons, Bartrums Haulage, Eddie Stobart, Oakland International, Norbert Dentressangle, Yearsley Group, Wincanton, 3t, Jigsaw*

# In which of the following, and in what timeframe, do you require your logistics partners to provide visibility



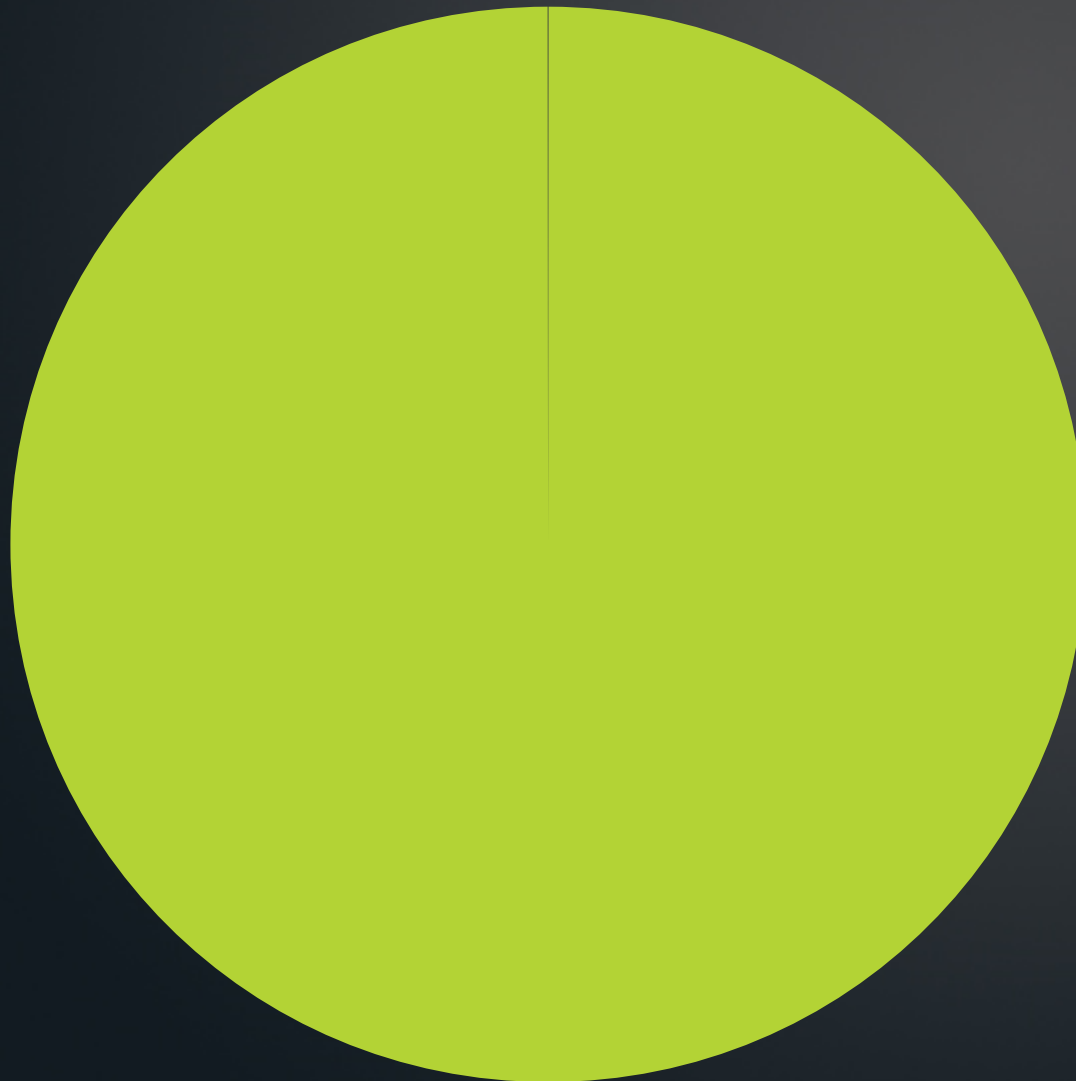
	Discrepancy/ claims	Physical POD recovery	Clean/ Unclean on delivery	Time delivered	Time collected
■ Real-time	18%	18%	64%	55%	36%
■ Within 24 hours	64%	73%	27%	27%	36%
■ On request	18%	9%	0%	18%	27%
■ Not required	0%	0%	9%	0%	0%

# How would you rate the visibility you provide to your customers?



- Very good. We deliver visibility that meets 100% of our customers' needs, including subcontracted deliveries.
- Acceptable.
- Poor. We sometimes fail to deliver the visibility when clients need it.
- Unacceptable. We routinely fail to deliver the visibility our client's request.

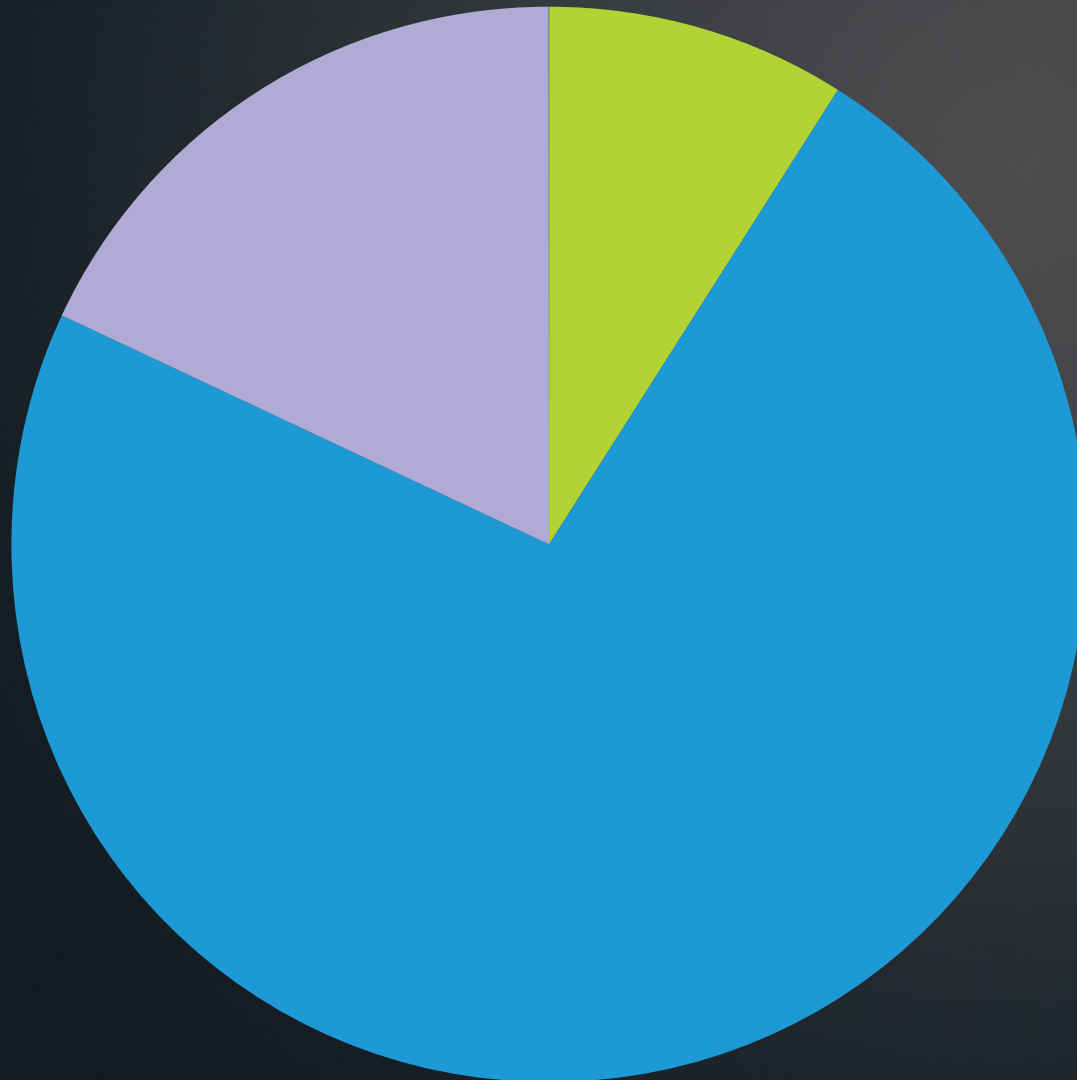
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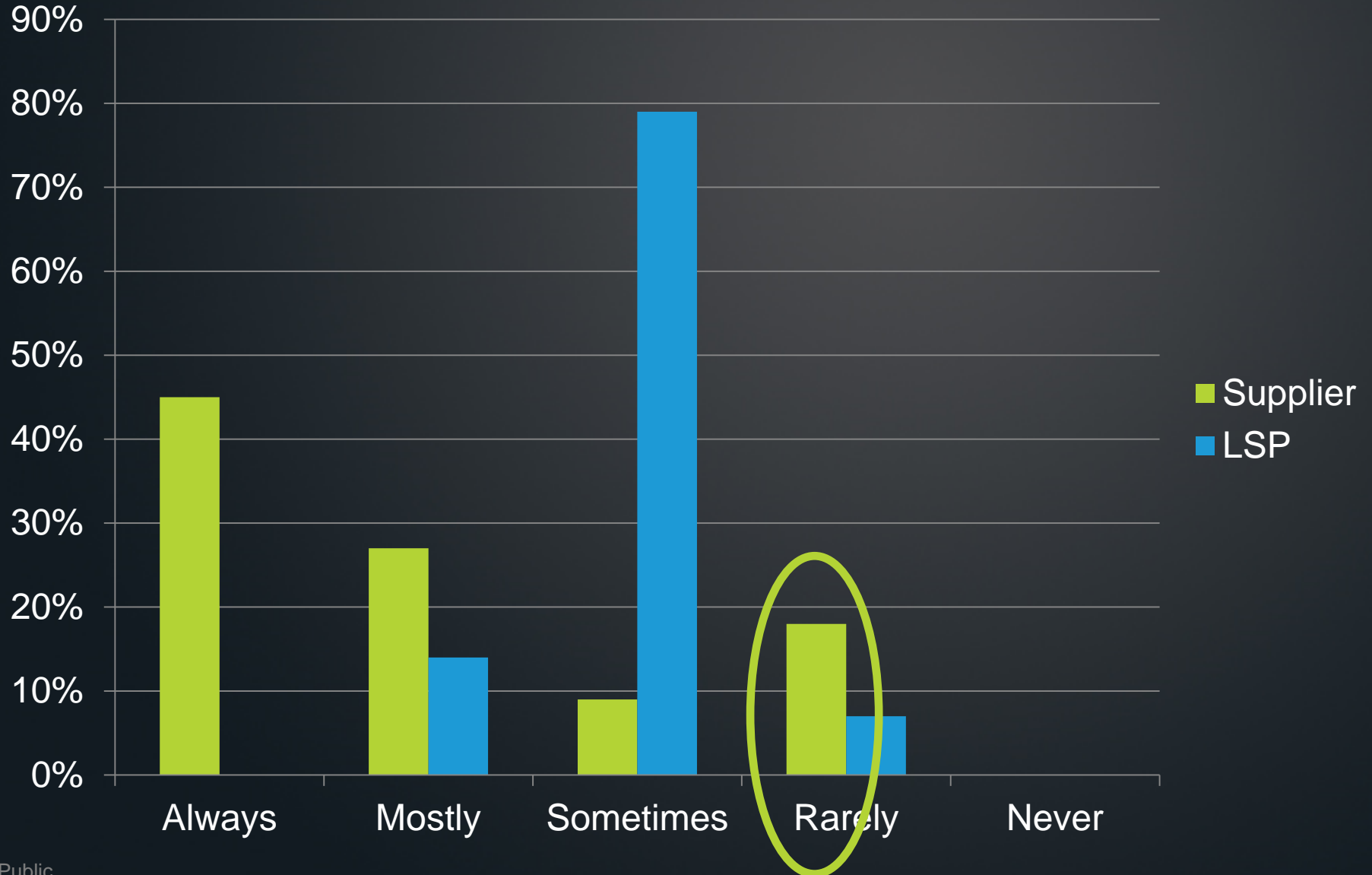


# How would you rate the visibility provided by your LSP?



- Very good
- Acceptable
- Poor
- Unacceptable

# Is the visibility data well-used?



What is increasing in importance within your business?



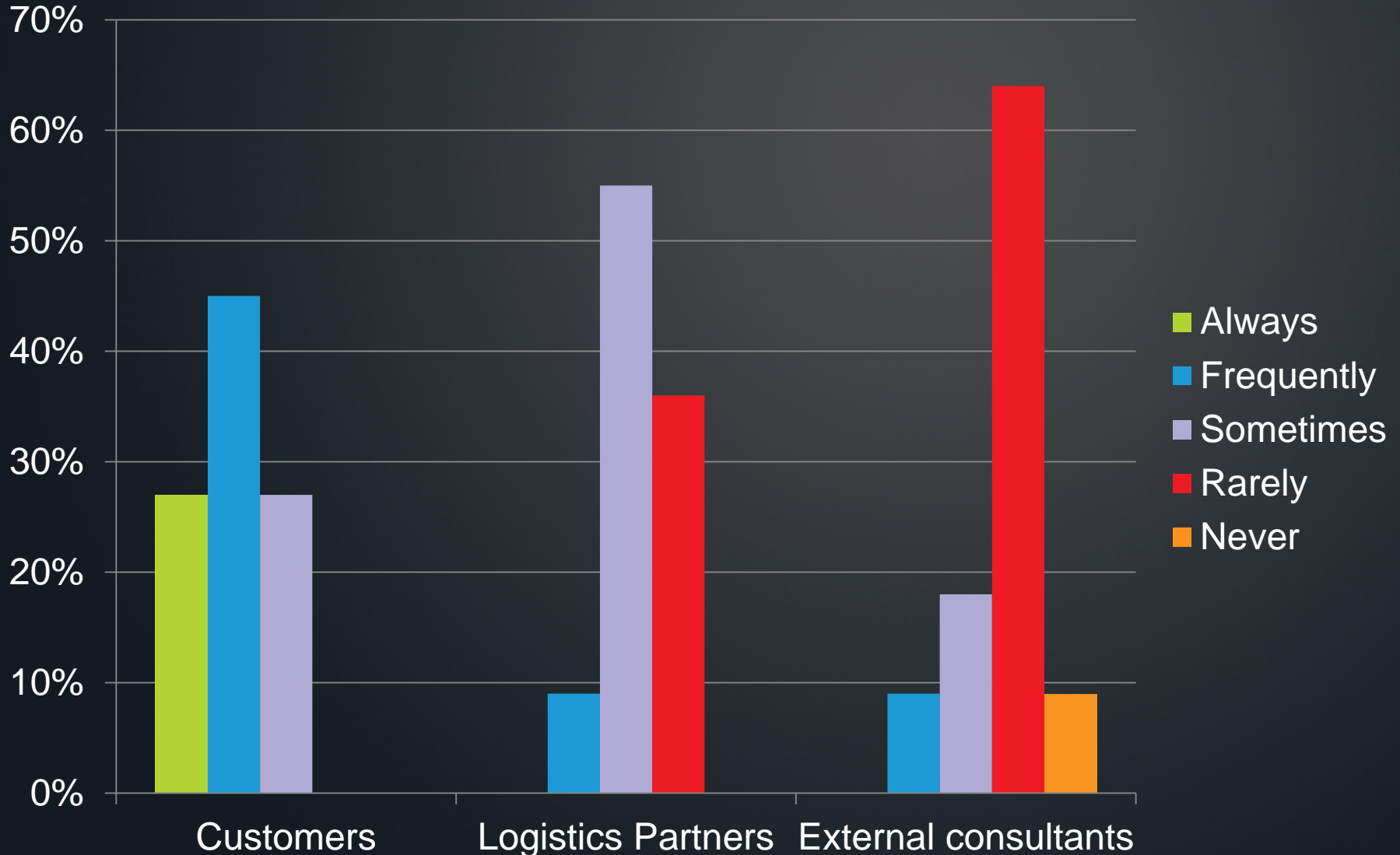
Releasing effort to higher-value tasks (100%)

Improving accuracy (100%)

Reducing delivery lead-times (91%)

Reducing headcount (45%)

Over the last 12 months, rank how each of the following has influenced or prompted a new initiative?



- “We have less than 2 years to bridge the visibility gap”
- Need a common understanding
  - Get everyone in the room
- Customers drive the behaviour.
  - But everyone can benefit.
- Get involved

Complete the survey, attend the  
webinar



Consumer goods and LSP visibility report and survey

<http://offers.omprompt.com/beyond-the-visibility-gap-webinar>

Beyond the Visibility Gap Webinar  
Wednesday 27<sup>th</sup> November 2-3 pm

- Analyse
- Educate
- Progress

[Workshop video](#)

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