

CASE STUDY

Optimising Cross-Dock Operations for a Global Retail Giant



High-volume warehousing is an industry continuously on the move. The fast pace makes the transition between B2B and B2C logistics more complicated than simply *“we need extra hands”*. It requires a precision-engineered workforce.

When a leading multi-national home improvement retailer faced mounting operational delays and rising costs within their cross-docking function, they needed a partner capable of delivering both stability and flexibility.

Through a strategic Business Process Outsourcing (BPO) model, PPO stepped in to overhaul the operation, proving that the right management structure can turn logistics challenges into a streamlined competitive advantage.

The Challenge: Overcoming logistical bottlenecks

The Client operates a complex, high-volume warehouse environment that manages a mix of B2B, B2C, and cross-dock activities. Before partnering with PPO, the facility struggled with:



Inefficiencies in the workflow were causing significant backlog and operational delays.



The existing model involved high labour costs and was not cost-effective and relied heavily on overtime.



The workforce couldn't easily scale to meet changing business volumes.



Managing HR and IR admin for the warehouse staff was pulling management away from core operational priorities.



The Solution: A structured BPO approach

PPO implemented a dedicated team of 27 staff members, integrating them seamlessly into the warehouse environment. The solution focused on three key pillars:

1 **Transitioning to a BPO model** with formal SLA agreements and KPI tracking to ensure total accountability.

2 **Data-driven productivity** by conducting time and motion studies to identify gaps in receiving, scanning, picking, packing, and dispatch.

3 Assuming **full responsibility for HR and IR** management, allowing the client to focus entirely on their core business.



The partnership has transformed the facility's output, allowing for a more stable and predictable operational flow.

Activity Type	Daily Volume
B2B Units	~1 000 units (Bulk retail/wholesale orders)
B2C Units	~500 units (Detailed high-frequency orders)
Cross-Docking	~15 000 units (~300 orders)

Key wins include:

- Processing more units with a leaner team.
- Decreased reliance on overtime through better shift structuring.
- Real-time tracking of productivity targets.

A 9/10 partnership rating



Our client was exceptionally pleased with our quality of service, the adaptability of the workforce model, and PPO's ability to support ongoing cost optimisation. As promised, we lead with consistency and always deliver.

Contact us today to WORK BETTER, FASTER , SMARTER

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