

SEMICONDUCTOR

SAMEDAY

CASE STUDY | Technology

PROBLEM:

Freescale Semiconductor supplies embedded semiconductor solutions for the automotive industry. This involves expediting delivery of computer chips and integrated circuits multiple times a day to numerous locations on a global basis. Each shipment is critical – a missing chip can shut down an entire assembly line, something that can be extremely costly for the automaker and for Freescale.

However, Freescale discovered that these expedited shipments were themselves extremely expensive. To meet the needs of their customers, many of the shipments were sent as a hand-carry delivery, which was costing the company millions of dollars annually.

SOLUTION:

Freescale turned to DHL Same Day to create a system that would maintain on-time delivery while slashing costs. Knowing that time was of the essence, DHL Same Day fast-tracked the project. In less than two months, they developed and implemented a solution built around their Jetline (Next Flight Out) product – a less expensive alternative than the hand carry service Freescale had been using, while offering comparable transit times.

The new system was rolled out in phases; the first covered shipments within Asia and from Asia to Europe, accounting for almost 70% of all of Freescale's expedites. Within the first four months DHL Same Day handled more than 1,000 deliveries.

RESULT:

Freescale has seen a dramatic reduction in expenses since switching from its hand-carry service to DHL Same Day's Jetline product. In fact, the division responsible for Asia operations received Freescale's Lean Systems award for the large cost savings achieved through the partnership with DHL Same Day. Beyond the cost savings, Freescale considers DHL Same Day's online tracking to be better than any system they've experienced. They are able to track shipments in real time, and can check the exact flights that a shipment is on. Freescale had an equally positive reaction to the DHL Same Day call center; DHL Same Day customer service representatives are available to them by phone or email 24x7x365, and calls are answered within 15 seconds.

What was Freescale's reaction? "We saw positives even in the midst of developing the program. The people handling our business are extremely knowledgeable and we are taken care of very well. Their customer service call center is better than any call center I've ever called – personal or work related. Every single time I've called, I've been taken care of; that's 50 or so times in the last six months. And we are continuing to work with DHL Same Day to drive costs even lower."



Client Info:

Freescale Semiconductor

Freescale is a leading manufacturer of embedded semiconductor solutions, with a portfolio of power management solutions, microprocessors, microcontrollers, sensors, semiconductors, circuits and software technologies used in products around the world.

Web: www.freescale.com

About DHL Same Day:

A subsidiary of DHL Express, DHL Same Day has more than 30 years of experience in Next Flight Out, Hand Carry, Charter and Dedicated Drive delivery. Its global network provides superior service and local knowledge necessary to satisfy emergency shipping requirements.

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