

CASE STUDY



**With Lean Solutions Group,
ITG Transportation Services
Lowers Costs, Saves Time, and
Improves Customer Outreach.**

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TG achieves more efficient operations by transferring back-office and sales tasks to Colombian-staffed satellite office

ITG Transportation, based in Chicago, Illinois, is a licensed freight broker. Founded in 1986, ITG arranges

the domestic trucking of international ocean containers to and from every port and rail line in the U.S. and Canada. It also offers nationwide domestic freight services and facilitates shipping container sales.

What is Nearshoring?

Companies that use nearshoring delegate tasks to service providers at a satellite office:

- In the same time zone
- A short flight away
- With cultural similarities

CHALLENGE

Starting in 2013, ITG grew quickly, doubling its volume and revenue within five years. But the company couldn't hire or train fast enough to handle the growth.

ITG leadership decided they needed a cost-effective solution to scale fast and efficiently.

As the company researched its options, ITG CEO Dan Kopp learned from one of his vendors that they used Lean Solutions Group, a nearshoring staffing service located in Colombia.

"We realized we had been interacting with the vendor's Colombian employees who worked from a satellite office and never knew it, Kopp said. And the level of service was terrific."

— Dan Kopp, CEO, ITG Transportation Services

Challenge

SOLUTION 1:

ITG first started with Lean Staffing, a division of Lean Solutions Group that focuses on back-office operations, such as customer service and accounting functions. ITG delegated three staffing tasks to its Colombian team. These tasks could not be easily automated nor did they warrant a U.S.-based full-time employee (FTE):

1

Manage a shared inbox. An ITG Colombian service provider routes hundreds of daily emails to ITG staff, while also directing potential customers to ITG's pricing website for quotes, thereby facilitating the pricing process and capturing new leads.

2

Track and trace ocean containers. An ITG Colombian service provider verifies locations of containers and arrival times by accessing different websites and providing information to ITG's U.S.-based staff by 5 a.m. daily. This saves an hour or two of work for ITG's U.S. staff each morning.

3

Contact depots to identify available containers. An ITG Colombian service provider calls steamship lines and container depots ahead of time to verify that containers are available. This streamlines the ITG booking process by ensuring trucking operators can pick up an empty container for a shipping company to use for export.

ITG became **more efficient** and **cost-effective** in its **operations** after **delegating** staffing tasks because it was able to:

- **Focus more on the customer.**
ITG's U.S.-based staff and Colombian service providers work hand in hand on a single goal: to provide excellent customer service.
- **Accelerate speed to hire.**
Compared to the long lead time of hiring in the U.S., Lean Staffing can hire service providers immediately or within a couple days by estimating client needs.
- **Reduce domestic FTE hiring costs.**
ITG saves money on recruiting, additional office equipment, office space expansion, and HR time.

Solution

SOLUTION 2:

To help follow up with warm leads, ITG uses Lean Sales, a division of Lean Solutions Group dedicated to lead generation and CRM management.

Leads are generated by ITG’s sales engagement platform, which pulls from an ITG database of previous and current customer contacts.

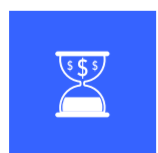
The platform sends out a sequence of 18 touchpoints, e.g., initial emails, LinkedIn messaging, etc., to existing leads over a 30-day period.

When a lead responds to a touchpoint, an ITG Colombian business development rep contacts the person on the phone to provide a rate quote or schedule a meeting with an ITG sales rep based in the U.S.

“Our Colombian sales staff have created enormous value in two ways: they allow our U.S. sales reps to focus on servicing active accounts and opportunities, and their outreach efforts have turned mostly stagnant contact database into a valuable resource for generating new business.”

**-Dan Kopp, CEO, ITG
Transportation Services, Inc.**

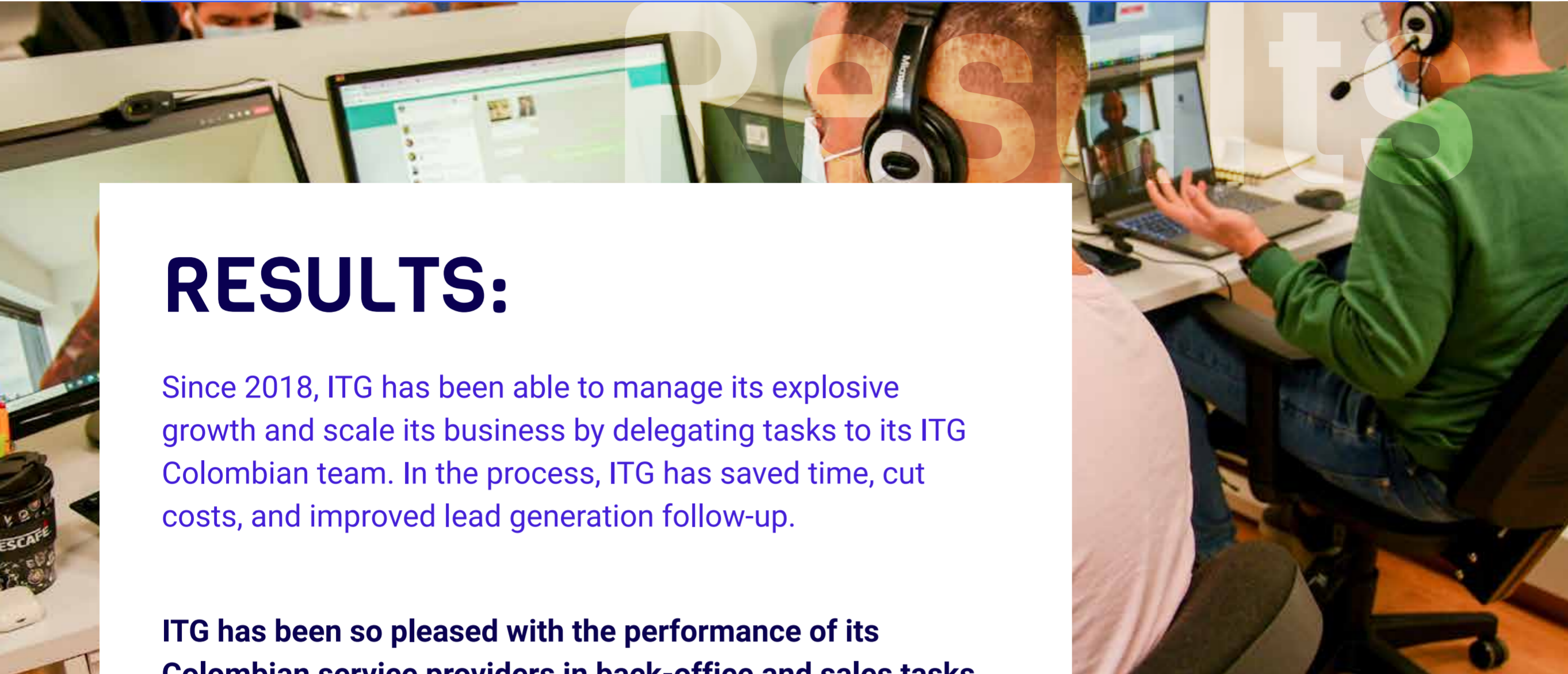
Since August 2020, ITG’s Colombian employees have helped the company significantly with:



Time savings. ITG’s U.S.-based sales reps now have more time to focus on live opportunities rather than cold calling or sending out emails.



Increased outreach. ITG also reports that U.S.-based sales reps are hearing from a greater number of brand-new contacts.



RESULTS:

Since 2018, ITG has been able to manage its explosive growth and scale its business by delegating tasks to its ITG Colombian team. In the process, ITG has saved time, cut costs, and improved lead generation follow-up.

ITG has been so pleased with the performance of its Colombian service providers in back-office and sales tasks that the company has begun exploring sending IT projects to Lean Tech, a division of Lean Solutions Group that focuses on software development and platform support.

ITG now has 15+ service providers in Colombia, and it has gone to great lengths to make them feel part of the team by including them in company competitions, celebrations, and meetings. That effort has benefited ITG, because their Colombian service providers are comfortable presenting ideas and asking their U.S. counterparts for guidance. At the same time, U.S.-based staff have embraced their Colombian team and no longer worry that their own jobs are at risk.

“Lean Solutions Group has become a big part of our future strategy, especially as we consider filling vacancies or offloading projects. They anticipate our needs, which is phenomenal. They always have someone warming the bench and ready to go if we need a new hire. Lean hires the best and expects the best.”

-Dan Kopp, CEO, ITG Transportation Services, Inc.



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