varsity logistics

CASE STUDY

Delivering Real-Time Freight Accuracy Through Automated Rating

> **Varsity is easy to work with, the software simply works, and our team gets freight rates in seconds with the click of a button.**
>
> —NASSER DASTMALCHI, VP OF INFORMATION TECHNOLOGY

T. Hasegawa is a leading manufacturer of custom flavors for food and beverages, partnering with customers from initial concepts through final product formulation. Over 115 years, the company has grown into a globally recognized flavor development partner. Today it ships from three locations and processes more than 30 orders per day across parcel and LTL carriers, including UPS, FedEx, Estes, ABF, and Old Dominion.

T. Hasegawa's customers expect accurate freight costs and freight terms at the time of order. To meet that requirement, the company relies on Varsity Logistics to automate freight calculations directly within the order entry process, enabling the company to provide accurate, real-time shipping costs while reducing manual effort and improving overall operational efficiency.

Manual Lookups and Quoting on Carrier Websites

Before Varsity, customer service representatives obtained freight estimates by manually entering shipment details, including weight and dimensions, into individual carrier websites. Because the company ships with multiple carriers, representatives had to be trained on each carrier's site, and manual entry introduced frequent errors.

As order quantities, products, and shipment details changed, representatives had to return to the carrier website and generate a new quote. "*Orders often change, and the CSR had to go back to the carrier's site to rerate,*" explains Dastmalchi. "*A lot of the time, this wasn't done because of the time it took.*" The result was inaccurate freight information and delays in getting shipping costs to customers.

Providing accurate freight costs and terms at the time of the order became a firm business requirement. T. Hasegawa needed a solution that would automate freight rating within its existing IBM i and Infor LX environment, eliminate manual data entry, and keep freight costs accurate as orders changed.

Parcel and LTL Rating Integrated Directly into Order Entry

T. Hasegawa evaluated shipping solutions against four priorities: ease of use, ease of integration, an available support team, and a reasonable ongoing maintenance cost. The company selected Varsity because the software fit its existing business processes and technology environment.

Varsity was deployed directly within T. Hasegawa's IBM i environment and integrated with both their LX ERP and the company's web order entry application. They use Varsity ShipSoft™ Parcel to rate parcel shipments and Varsity's LTL API to rate LTL shipments, which both run behind the same Rate function in order entry. "*Varsity's familiarity with IBM i environments and the maturity*

COMPANY BIO

T. HASEGAWA USA INC.

Company Profile
T. Hasegawa USA Inc.
Cerritos, CA
www.thasegawa.com

Industry
Manufacturing

Varsity Products
ShipSoft™ Parcel,
SpeedWeigh, LTL API

Shipping Volume
30+ parcels per day

Carriers
UPS, FedEx, Estes, ABF,
Trinity, RXO, Old Dominion

# of Shipping Locations
3

ERP
Infor LX

of the software played a key role in the success of the project," says Dastmalchi. By embedding shipment rating within the existing order workflow, Varsity eliminated the need for customer service representatives to leave the order entry screen and manually obtain shipping costs from carrier websites.

Adoption required almost no training. With Varsity in place, representatives select the Rate function during order entry and receive freight costs directly from the carrier in under three seconds. When an order changes, they can immediately rerate it using current carrier information, so customers receive accurate freight charges and terms on every version of the order.

Saving Time and Improving Freight Accuracy

By automating freight rating within the order entry process, T. Hasegawa saves an estimated **8-10 minutes per order**. The time savings become even more significant when orders change, as freight costs can be recalculated in seconds rather than requiring representatives to repeat the entire quoting process.

Freight accuracy has improved as well. By eliminating the manual entry of order details, weights, and dimensions into carrier systems, T. Hasegawa now receives shipping costs directly from the carrier as orders are entered and revised.

"*By eliminating manual entry of order and freight details, like weight and dimensions, on the carrier's website, we now have a freight cost that comes directly from the carrier,*" Dastmalchi shares.

The improvements have also had a direct impact on customer service. Customers receive accurate freight costs and freight terms as their orders are entered. If details change, rates are automatically updated to ensure customers receive timely, accurate information every step of the way.

A Vendor Relationship Built on Support

T. Hasegawa considers Varsity one of its top software vendors, and support is the reason. Along with the software's reliability, ease of use, and reasonable maintenance cost, the support team's responsiveness and issue resolution has made Varsity a long-term fit.

"Varsity is easy to work with, the software works, the maintenance costs are reasonable, and most importantly, it's easy to use," says Dastmalchi. *"Prior to Varsity, customer service representatives had to be trained on each carrier website. Today, they simply click a rate button and receive the freight cost."*

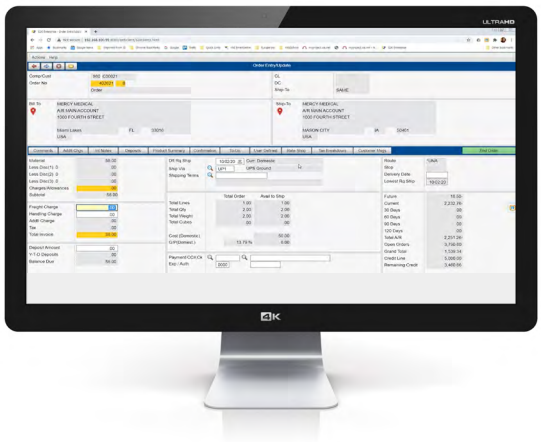
By combining automation, simplicity, seamless IBM i integration, and dependable support, Varsity helps T. Hasegawa provide a better customer experience while reducing the administrative burden on its customer service team.

"*Varsity delivers exactly what we need: accurate freight costs, a simple user experience, and a support team that consistently responds when we need them.*" — Nasser Dastmalchi, VP of Information Technology

Take control of your shipping today.

Learn more about how Varsity Logistics can streamline your shipping operations, reduce costs, and empower your business with greater control.

SCHEDULE A DEMO >



varsity logistics
The only holistic shipping solution built for the IBM i

varsitylogistics.com

Learn more **650.392.7979**
or sales@varsitynet.com

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