



Company name:

Ridder Drive Systems
(Harderwijk, Netherlands)

Activities:

supplier of drive systems for
horticulture and livestock

Contact at Ridder:

Bartjan van Pijkeren
(Customer Service Manager)

Ridder can sit back and focus on customers

Ridder Drive Systems is the leader in electromechanical drive systems for the agricultural market. Ridder's drive systems are known for their reliability, robustness, ease of assembly and flexibility. They are used all over the world for ventilation solutions in greenhouses and in stables.

Base Logistics provides the Transport Management for Ridder for all shipments, except those for customers in the Westland (Netherlands), which are delivered with Ridder's own transport. Base Logistics also assists Ridder in the field of compliance.

Until recently, Ridder's Inside Sales department worked on a lot more than just customer contact. In addition, many different carriers were used. The contact with carriers was one of the most intensive activities. Bartjan van Pijkeren, Customer Service Manager at Ridder: "We noticed that we were communicating back and forth all day with our carriers." Finding the right carrier per order cost Ridder employees a lot of time. "One carrier

excelled in transport in France, the other in transport to Germany. And another carrier also provided airfreight. "Van Pijkeren wanted to go back to a single supplier through which all logistics could be accommodated. Van Pijkeren's team invited existing suppliers and other parties to submit a proposal.

"We tried to make a selection of three or four parties that could execute the

complete package for us. But during that search we found out that this would probably not work," says Van Pijkeren. Then he came into contact with Base Logistics via their customer Snelder. "Exactly at the right time," according to the Customer Service Manager. Base Logistics offered Ridder the logistics application Klairy, in combination with Base Logistics's Control Tower. "No other party could deliver a comparable total package, including software. We immediately knew that this was what we needed."

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He continues: "We were used to having to call or e-mail about the status of a shipment. Klairy offered us the opportunity to gain insight in real-time." The Ridder employees also spent a lot of time informing customers about the status of their shipment. Klairy offered a solution there as well. "We were able to include customers in the order by filling in their e-mail address in Klairy, so that they automatically receive notifications in the event of deviations in the process. Klairy also turned out to be childishly simple. For example, we did not have to implement a software package. We could simply create an account and start immediately."





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With the selection of a new partner, Van Pijkeren and his team wanted to make more time available for Ridder’s customers: “We felt that we could pay even more attention to our customers. Purchasing and Operations should be responsible for transport and logistics, but in fact the Inside Sales department was doing that work. “Base Logistics best suited this strategy. Van Pijkeren presented his findings, including an extensive cost analysis, to the other departments involved. “The advantages of Base Logistics in terms of service, quick quotations, complaint handling and personal contact were ultimately decisive.”

The management agreed with the strategic change and Ridder went live with Base Logistics and Klairy at the end of April 2017. The decision meant a big step forward for Ridder. “We are now able to hand over everything, to sit back and focus on our customers. Ridder opted for a link between the existing ERP package Microsoft Dynamics NAV and Klairy. Van Pijkeren: “This involves dozens of shipments per day that are automatically synchronized with Klairy and we simply do not have to worry about it anymore. The Inside Sales department only comes into the picture in case of exceptions.”

To accommodate the switch to Base Logistics, Ridder Drive Systems also reviewed the internal processes again. Han de Jong, employee at the Inside Sales Department, explains: “This required an extra step for everyone involved in logistics.

The new processes have ensured that we aligned with the new processing via Klairy. “He continues: “This has created a good and efficient workflow between us and Base Logistics.”

Since the partnership, the Inside Sales department has been able to inform customers faster and more fully. De Jong explains: “We can now, for example, state the shipping costs immediately on an order confirmation. In the past we had to state ‘To be determined’, but that has changed since Klairy.” In addition, the department makes extensive use of the ticket system within Klairy, which was specially made for asking questions and filing complaints. “The communication in tickets being stored together with the order works well. This means that work can be taken over and the entire process remains in the picture.” He adds: “For export shipments,

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it is convenient that the transport documents and planning of the shipment are stored in the order and can be consulted there.”

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Base Logistics handles export documents for Ridder, such as EX-A, Certificates of Origin and ATR documents. Van Pijkeren: "We can do it all ourselves, but that takes up a lot of time; we would have to buy the software ourselves, make sure we are trained, have backup, and so on. We do not have to arrange all that now." In addition, Base Logistics provides advice in the area of customs and compliance. "For example, we are currently working on establishing a container schedule for China for the whole of 2018. We have involved the customs department of Base Logistics to advise us."

The switch to Base Logistics also means a change for other departments within Ridder. "For example, we generate a loading list from Klairy that has been made

especially for us. We set up a filter, press a button and our warehouse manager receives a loading list. On this basis, he can load the truck."

Things have changed for the accounting department as well. "At our request, we receive one collective invoice per week. Our colleagues of the accounting department are delighted that we now only receive one invoice instead of twenty different ones." Klairy is designed for each user in such a way that only information relevant to that person is visible. Van Pijkeren: "We have a distributor in North America and one in China. For them we have created a subaccount so that they can follow their own shipments in Klairy. Our sister companies HortiMaX and Ridder Climate Screens are also working with Klairy."

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Bartjan van Pijkeren looks back on the switch with satisfaction. He says: "Since then, we have become more and more a Customer Service Department. We sometimes say that we sell a warm blanket and Base Logistics contributes to that."

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Base Logistics is a logistics service provider, with the focus on Transport Management, Warehouse Management and Data Management. We offer an international network of transport and warehousing partners, combined with a team of logistics specialists and a unique logistics application.

baselogistics.com

