

# GlobalTranz Peak Season Logistics Survey Results

October 14, 2020

# Methodology and Sample

Edelman Intelligence fielded an online survey among decision makers of supply chain management/logistics needs and also hold Leadership and Management positions. To qualify for the survey, respondents needed to: be 18+ years of age, live in the US, employed full-time, work at a company with 500+ Employees, and either be a primary or partial decision maker about their company's supply chain management/logistics needs.



## Audience



## Sample Size



## Method



## Timing

**Total**

**150**

**Leadership**

(Self report as Owner, President, CEO, C-Suite Leadership, or Senior Management-EVP, SVP, VP)

**50**

**Management**

(Self report as Mid-Level Management- Director, Senior Manager, Manager, Department Head)

**100**

10-Minute  
Online Survey

Survey Fielded  
September 21 –  
October 2, 2020

# Key Findings

1

## **Decision makers indicate that COVID-19 has negatively impacted many aspects of their company**

At least 4 in 10 report that workforce headcount, product sales, company supply chain, new business pipeline and new product innovation and investments declined as a result of COVID-19.

2

## **While some feel their company lacked being prepared for COVID-19, many have used this setback to change the way they operate**

Decision makers said that their company has taken many steps including enhancing their e-commerce platforms, investing in new technology, and adopting omnichannel solutions to become more efficient and meet the evolving needs of customers.

3

## **Challenges lie ahead for the upcoming peak season, yet many remain optimistic about the future**

59% say that they are concerned about not having the resources needed to meet customer demand and almost half believe their peak season will bring in less revenue than last year. Yet 89% are still optimistic about the strength of the upcoming season and 77% believe their supply chain will be better than it is now in 6 months.

4

## **Most companies have established or are seeking partnerships with supply chain/logistics companies and see their value**

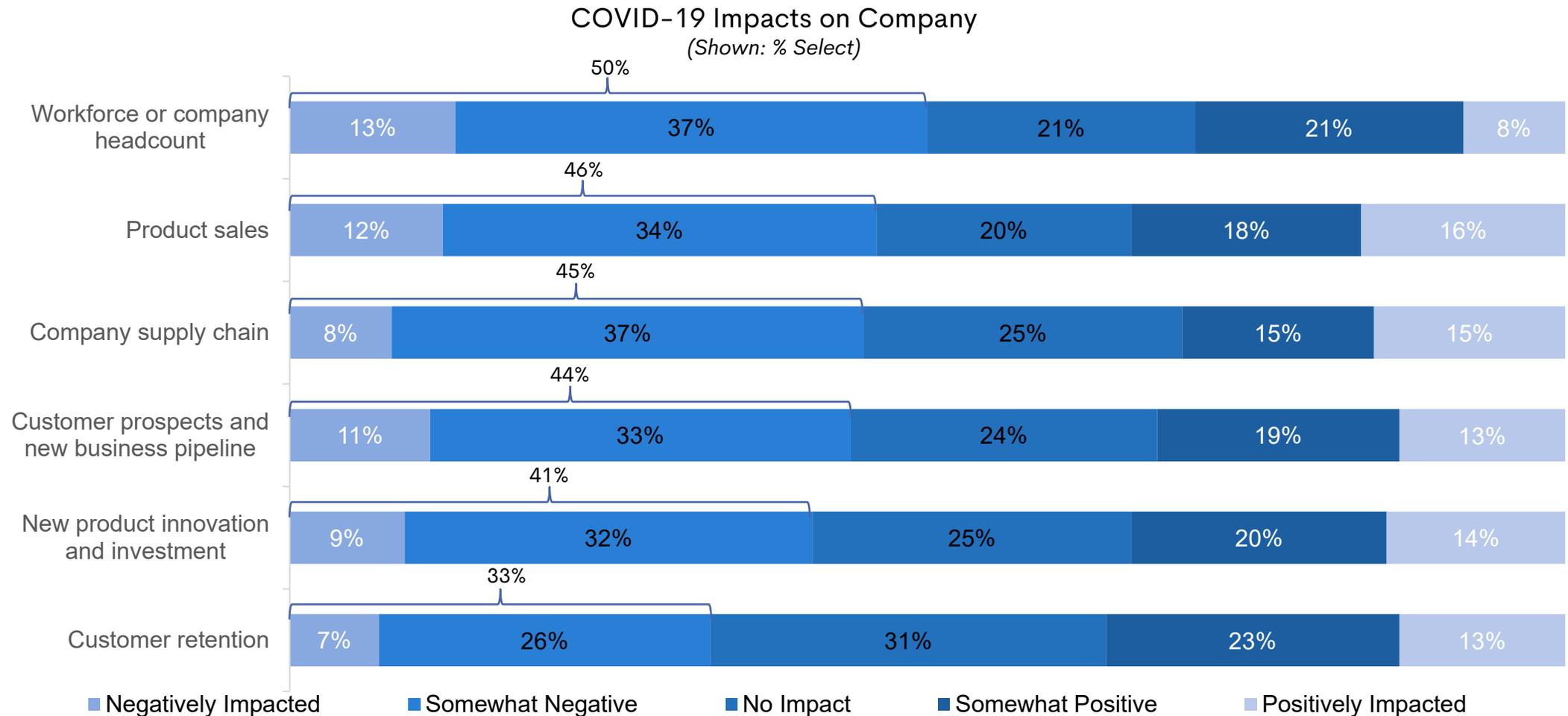
91% said partnerships with supply chain/logistics companies are necessary to get through a peak season successfully and 8 in 10 report that they're working with or looking for partnerships to meet the demand of the upcoming peak season.

5

## **When partnering with a supply chain/logistics company, decision makers believe accessibility, customization, ease of use, and customer support is most important**

At least 8 in 10 said that it's important for a company to provide real-time data to everyone across the company, have customized services, offer easy to use technology, have a vast transportation network, and provide 24/7 support.

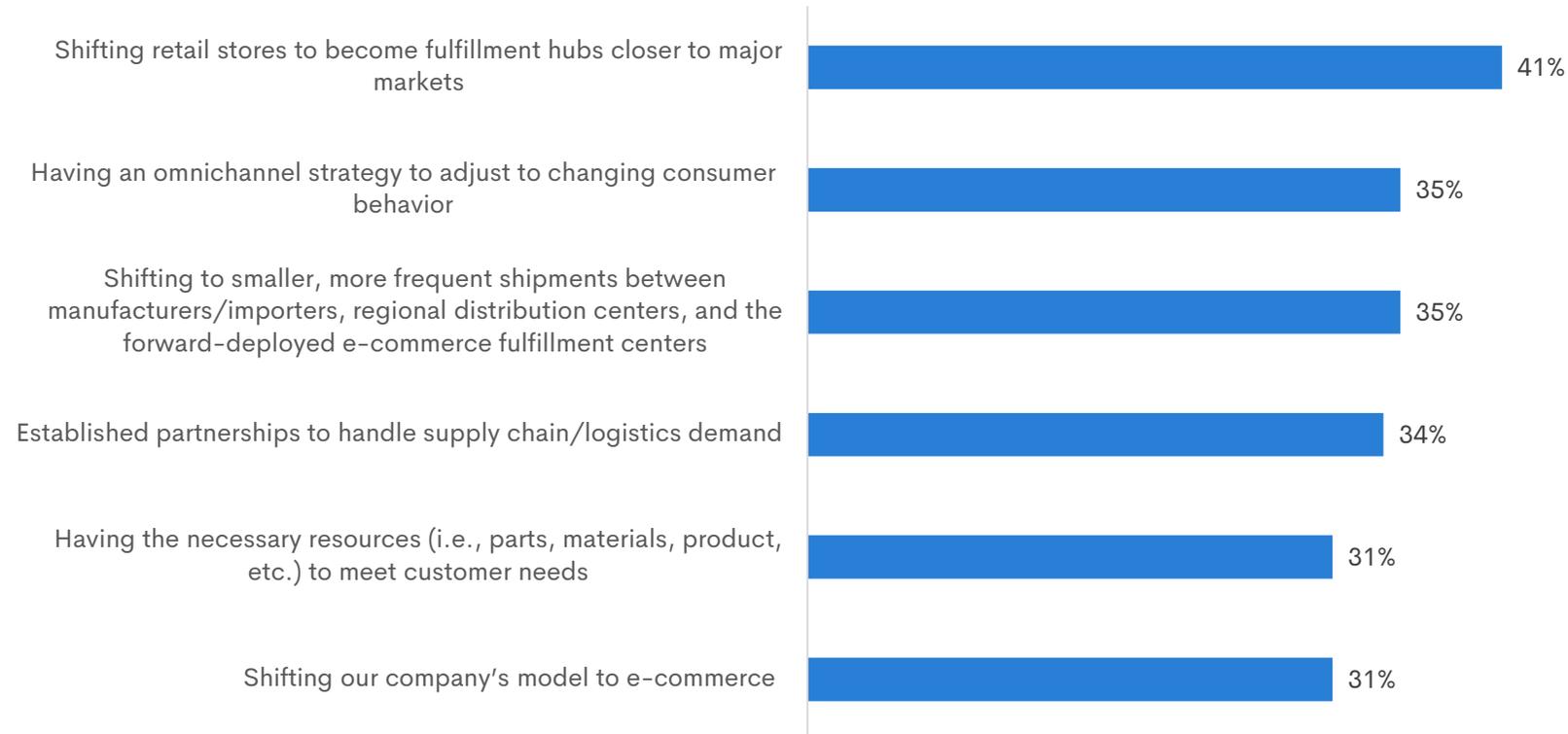
# As a result of COVID-19, companies were hit the hardest on employee headcount, product sales, supply chain and their new business pipeline.



Q1. Please indicate how much COVID-19 has impacted each of the following items below.  
Base size: Total (n=150); Leadership (n=50); Management (n=100);

# About 3 in 10 companies feel they were not prepared to deal the with shifting needs to their supply chain and logistics.

Companies Preparation for COVID  
(Shown: % **Bottom 2 Box** on a 4-pt Scale)



Q3. Over the past 6 months many companies have been impacted in different ways as a result of COVID-19. Please tell us how prepared your company was for each of the following.

Base size: Total (n=150); Leadership (n=50); Management (n=100);

# Many strongly believe that their company has improved their e-commerce, technology, and omnichannel solutions and these strategies will continue to be used for the long term.

Company Response to COVID-19  
(Shown: % Top 2 Box on a 4-pt Scale)

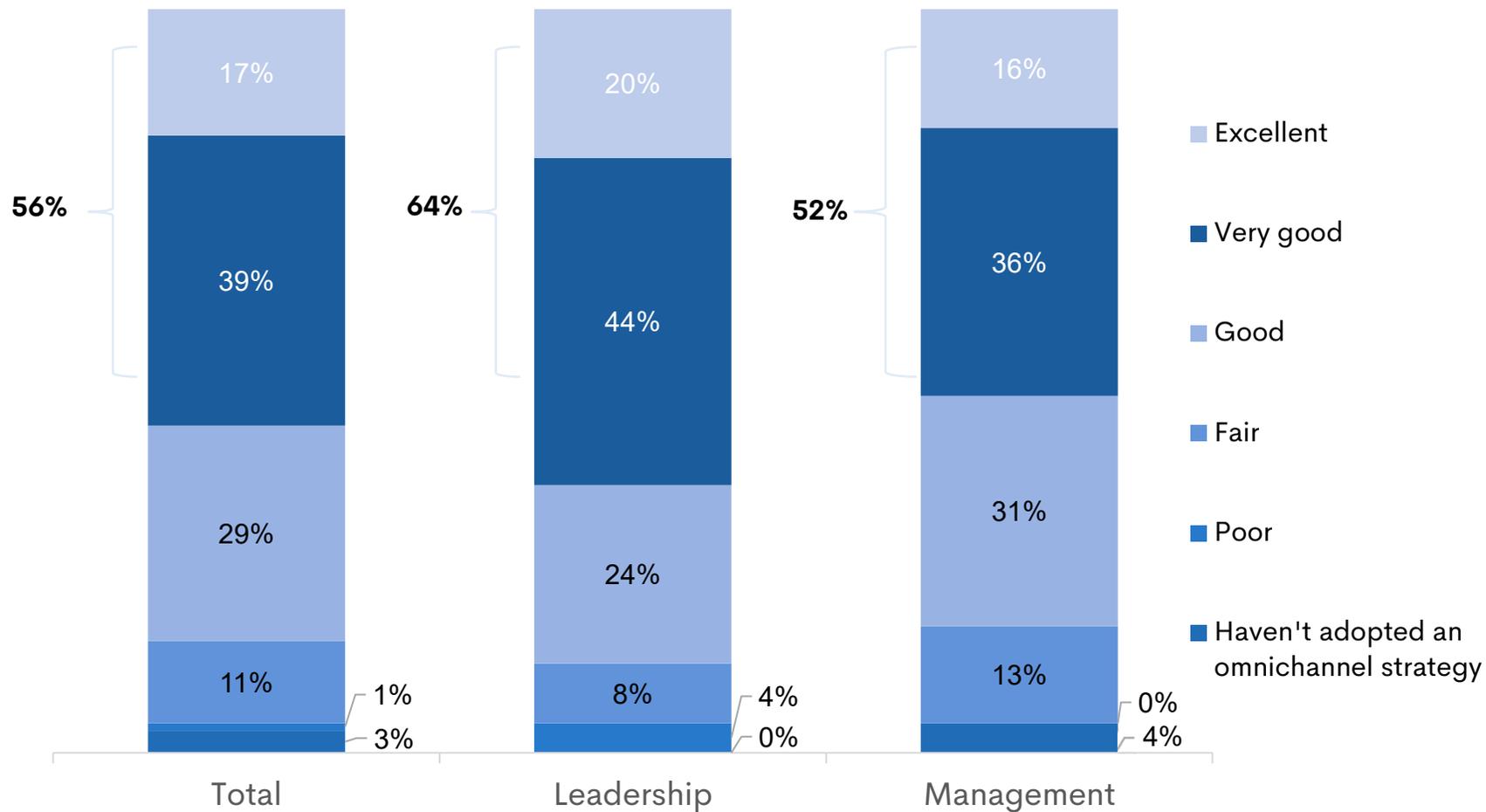
	Total	Leadership	Managers
COVID-19 has accelerated different strategies we've had to adopt to keep the business going	91%	90%	91%
I believe the strategies my company has adopted in the past few months will be used for the long term	88%	90%	87%
My company has enhanced our e-commerce capabilities because of COVID-19	90%	98%	86%
My company has enhanced our e-commerce capabilities to meet the changing consumer needs	89%	94%	87%
COVID-19 has changed how my company will offer e-commerce capabilities moving forward	87%	96%	83%
My company has invested in technology to meet the changing consumer needs	88%	90%	87%
My company has invested in technology to increase the efficiency of our supply chain	88%	92%	86%
My company has sought out technology partners to enhance our supply chain efficiency	86%	98%	80%
My company has invested in technology to keep the business going	85%	90%	82%
COVID-19 has accelerated adopting an omnichannel strategy to meet the changing consumer needs	89%	92%	88%
My company has adopted an omnichannel strategy because of COVID-19	87%	94%	83%
I'm concerned about my company making it through this economic downturn	58%	68%	53%

Q5. How much do you agree or disagree with the following statements?

Base size: Total (n=150); Leadership (n=50); Management (n=100);

Progress Towards Omnichannel Adoption  
(Shown: % Select)

**Over the past 6 months over half of supply chain decisions makers believe their company has been successful in adopting an omnichannel strategy.**

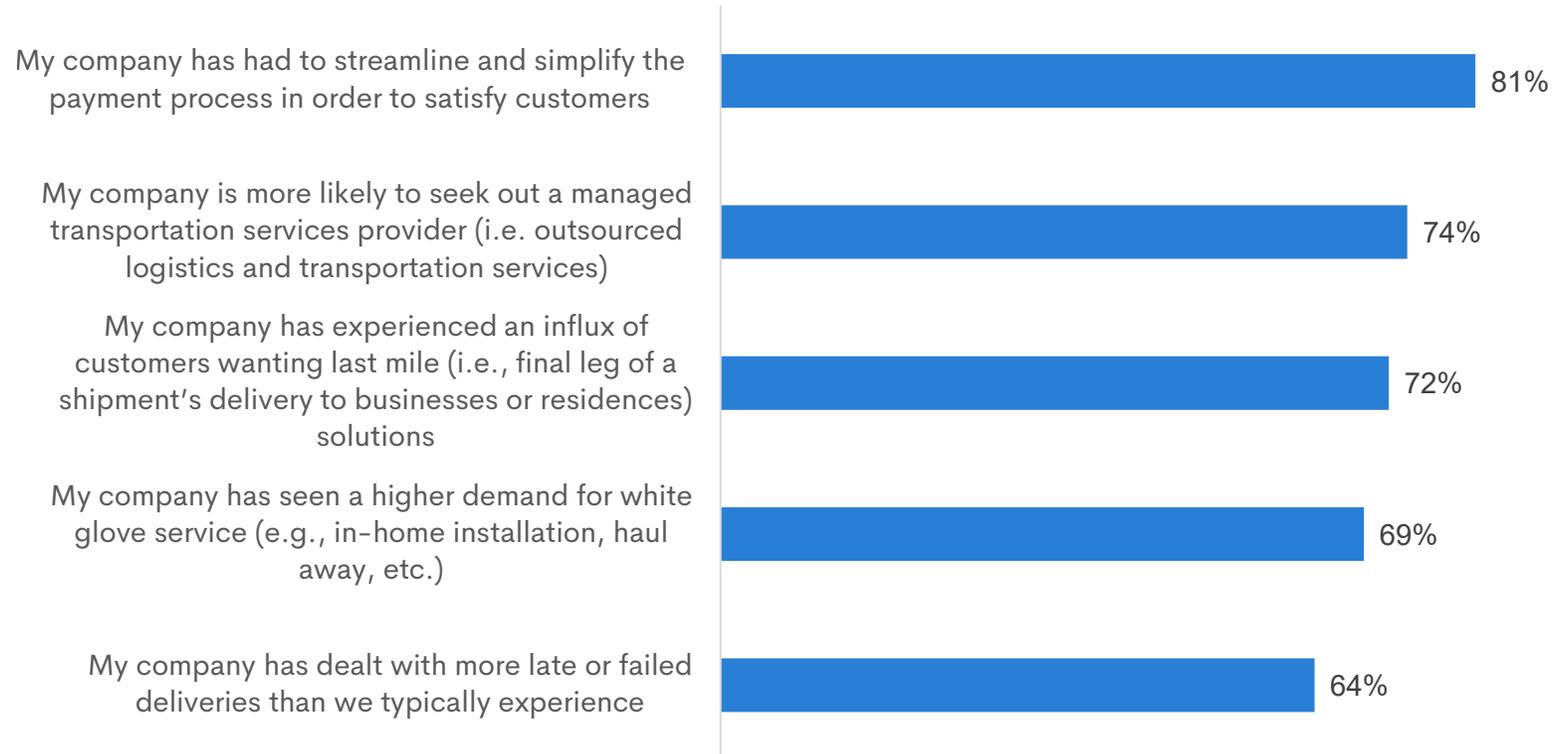


Q2. Many companies in the past 6 months have had to change the way they interact with their customers. How would you rate your company's progress towards adopting an omnichannel strategy in the past 6 months? When we say omnichannel strategy we mean a multichannel approach to sales that seeks to provide customers with a seamless shopping experience, whether they're shopping online from a desktop or mobile device, by telephone, or in a brick-and-mortar store.

Base size: Total (n=150); Leadership (n=50); Management (n=100);

# Company strategies including streamlining payment processes and meeting customers specific needs have evolved in the past few months.

Experience in the Past Few Months  
(Shown: % Top 2 Box on a 4-pt Scale)



Q12. Thinking about the past few months, how much do you agree or disagree with the following statements?  
Base size: Total (n=150); Leadership (n=50); Management (n=100);

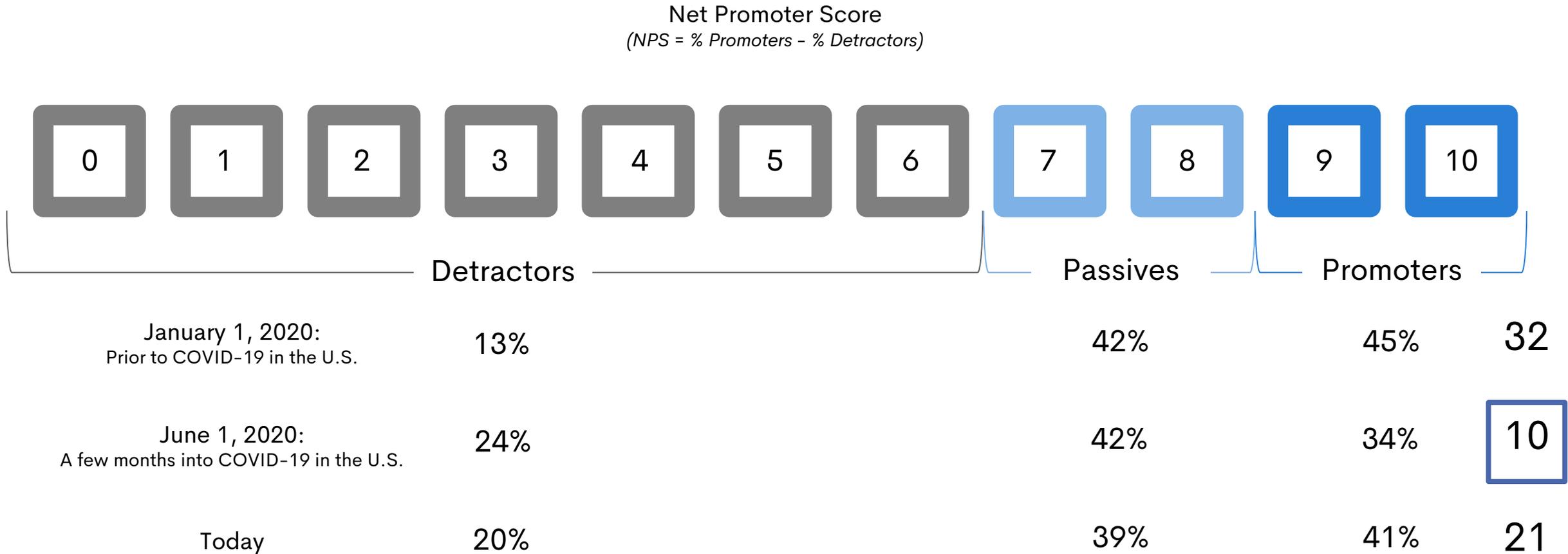
# Changes that have been implemented have resulted in more efficient operations and cost savings to their company.

Attitudes Around Changing Customer Behavior and Its Impact On The Company  
(Shown: % Top 2 Box on a 4-pt Scale)

	Total	Leadership	Managers
As a result of changing customer purchase behaviors, my company has changed their supply chain/logistics operations to be more efficient	91%	92%	90%
As a result of changing customer purchase behaviors, my company has changed their supply chain/logistics operations to save money	79%	84%	76%
As a result of consumers buying in bulk or purchasing larger items, my company has had to rethink our strategy around logistics	79%	90%	74%

Q9. How much do you agree or disagree with the following statements?  
Base size: Total (n=150); Leadership (n=50); Management (n=100);

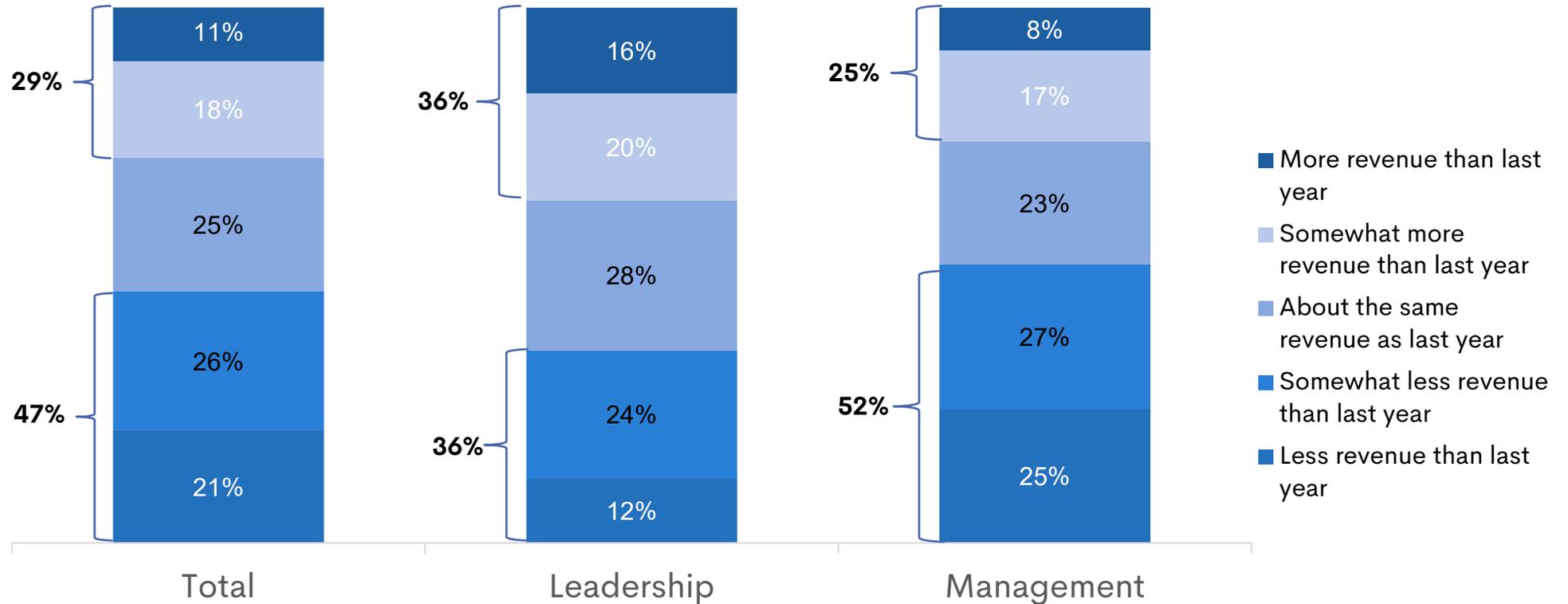
# Decision makers believe customer satisfaction took a hit as a result of COVID-19, but in the past few months it has slowly begun to recover.



Q4. Thinking about your company's overall customer satisfaction, we'd like you to tell us how well it performs. For each of the timeframes below, how likely would your average customer be to recommend your company to a friend or colleague?  
Base size: Total (n=150); Leadership (n=50); Management (n=100);

# Looking ahead to the 2020 peak season, almost half believe COVID-19 will result in less revenue than 2019; leadership is more likely to be optimistic than management.

How Revenue of Upcoming Peak Season Will Compare to 2019  
(Shown: % Select)



Q6. Thinking about overall sales at your company, how do you anticipate this year's peak season will compare to the peak season of 2019?

Base size: Total (n=150); Leadership (n=50); Management (n=100);

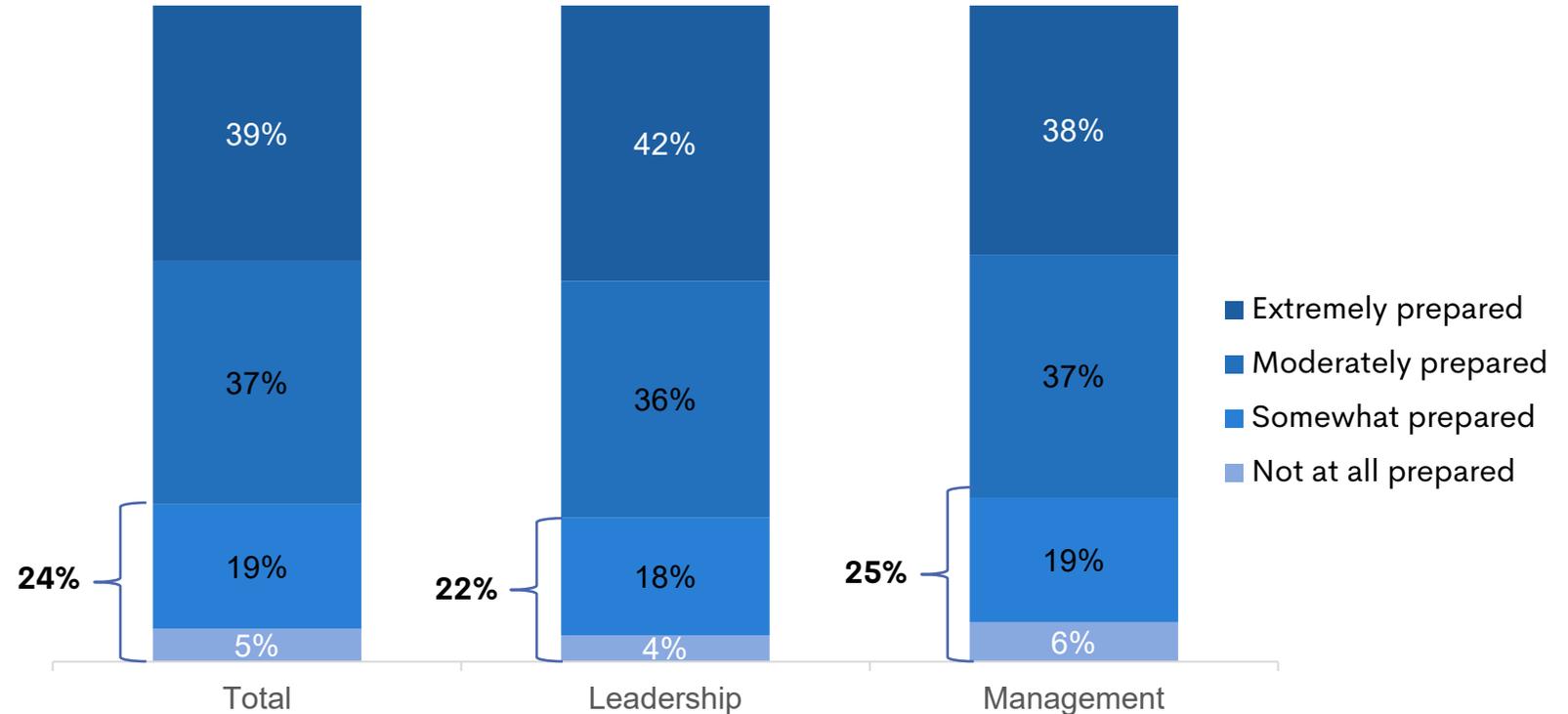
# While 76% report feeling prepared for the upcoming season, some are still concerned about having the proper resources in place.

# 59%

(Shown: % Top 2 Box on a 4-pt Scale)

Report being concerned about not having the proper resources to meet the demand of our customers

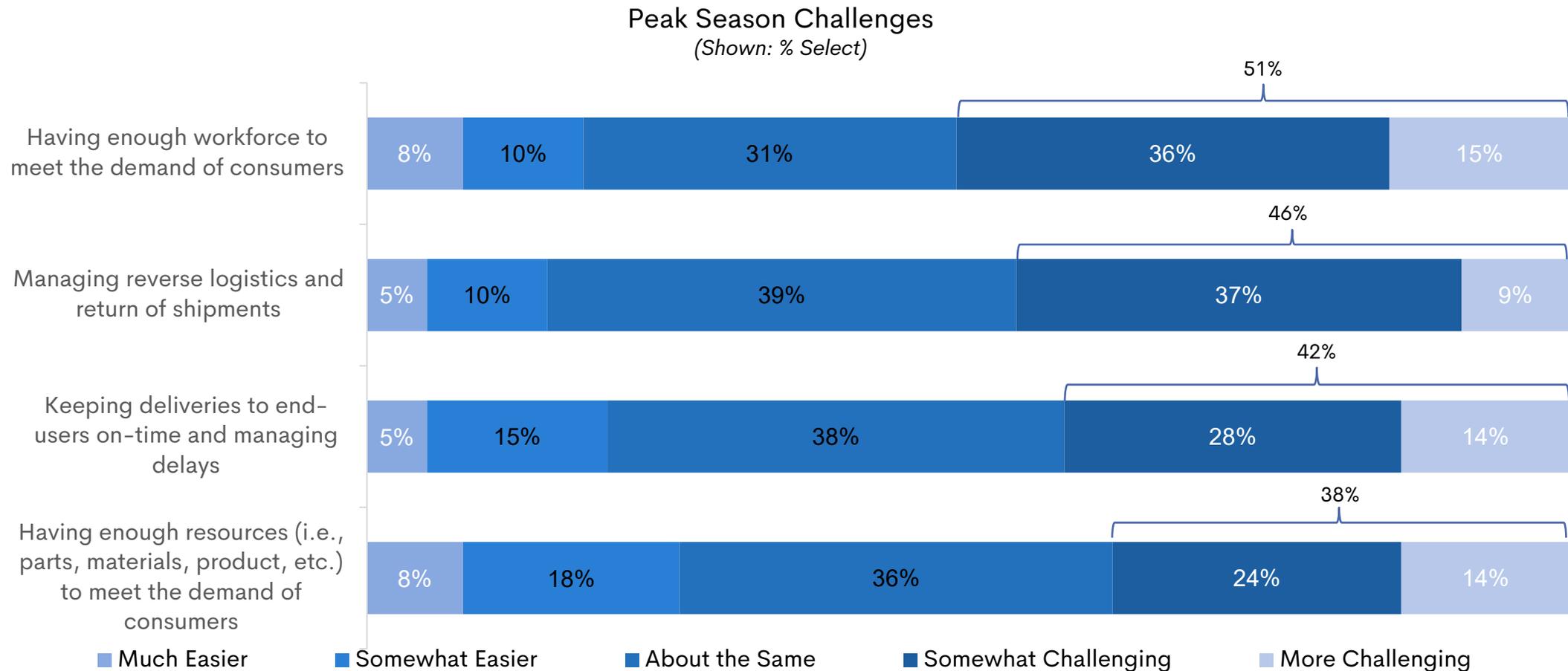
Preparation for Upcoming Peak Season  
(Shown: % Select)



Q7. Continuing to think about the upcoming peak season, how prepared is your company's supply chain when it comes to meeting the demand of your customers?

Base size: Total (n=150); Leadership (n=50); Management (n=100);

# About half believe company headcount and managing reverse logistics will be more challenging to their business than last year.



Q8. Do you anticipate the upcoming peak season to be more or less challenging than last peak season for each of the following?

Base size: Total (n=150); Leadership (n=50); Management (n=100);

# Most companies find value in supply chain/logistics companies and have either formed or are seeking partnerships to get them through peak season.

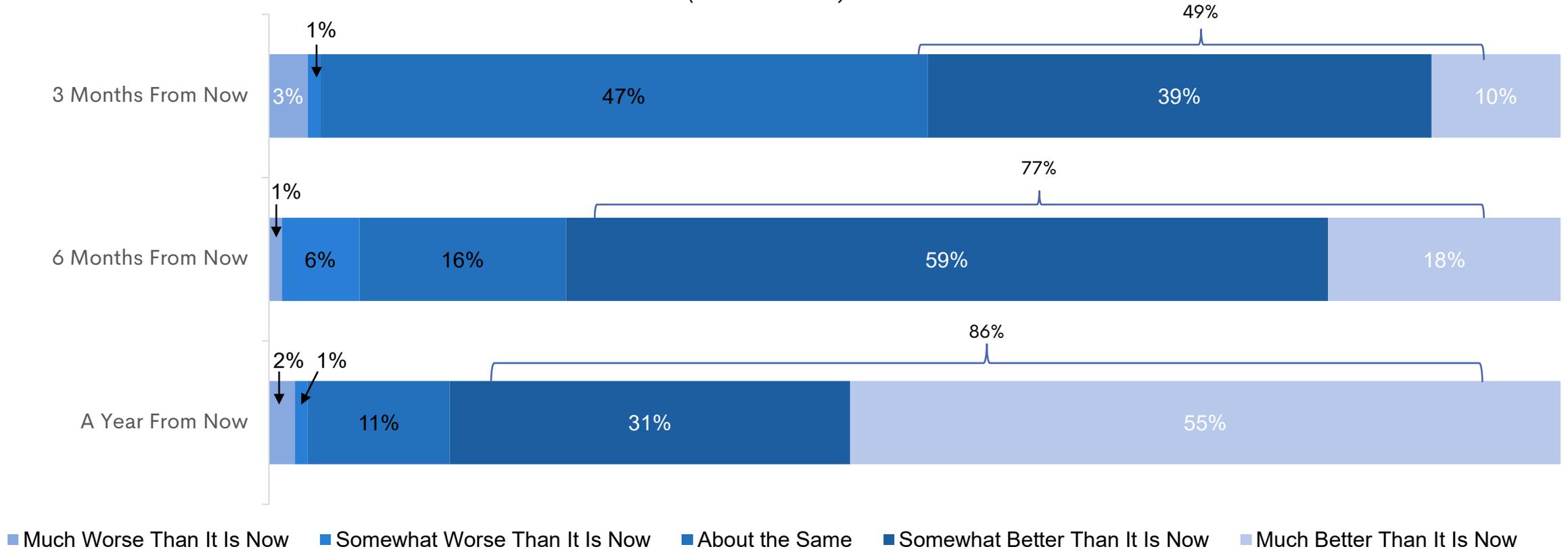
Attitudes About Upcoming Peak Season  
(Shown: % Top 2 Box on a 4-pt Scale)

	Total	Leadership	Managers
My company's supply chain is prepared to meet the demand of our customers for the upcoming peak season	91%	94%	90%
I am confident in the strategies my company has in place to handle the upcoming peak season	91%	98%	88%
Partnerships with supply chain/logistics companies are necessary to get through the peak season successfully	91%	88%	93%
I am optimistic about the strength of the upcoming peak season	89%	90%	88%
My company has formed partnerships with supply chain/logistics companies to meet the upcoming peak season demand	86%	94%	82%
My company is seeking partnerships with supply chain/logistics companies to meet the upcoming peak season demand	81%	90%	77%
I anticipate that this year's peak season will extend beyond our typical	75%	82%	72%
My company's peak season came earlier than previous years	67%	86%	57%

Q9. How much do you agree or disagree with the following statements?  
Base size: Total (n=150); Leadership (n=50); Management (n=100);

# Perceptions point to the strength of company supply chains improving over time, especially when it comes to a year from now.

Where Company's Supply Chain Will Be Compared to Today  
(Shown: % Select)



Q10. Compared to today, where do you think your company's supply chain will be...  
Base size: Total (n=150); Leadership (n=50); Management (n=100);

# Accessibility, customization, ease of use, and support are valued the most when looking for a supply chain/logistics partner.

Importance When Partnering With a Supply Chain/Logistics Company  
(Shown: % Top 2 Box on a 4-pt Scale)

	Total	Leadership	Managers
Provides real-time data available to everyone across the company	91%	90%	92%
Has customized services to meet your company's specific needs	90%	92%	89%
Offers easy to use technology platforms	88%	92%	86%
Has a vast transportation network that can handle any regional, national, or global needs	88%	94%	85%
Available 24/7 for any support or requests	87%	90%	86%
Considered an industry leader	87%	88%	86%
Uses predictive analytics to improve operational efficiency	85%	90%	83%
Has one seamless offering that handles all of my company's supply chain/logistics needs	85%	90%	82%
Has technology tools that are accessible through both a desktop and mobile device	83%	84%	83%
Provides managed transportation services (i.e. outsourced transportation services)	83%	90%	79%
Offers multimodal transportation services (e.g. truckload, less than truckload, rail, air, ocean)	79%	86%	76%
Provides you with do-it-yourself technology tools	77%	88%	72%

Q11. Please indicate how important each of the following statements are when partnering with a supply chain/logistics company?

Base size: Total (n=150); Leadership (n=50); Management (n=100);

# **GLOBALTRANZ<sup>®</sup>**

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