

Courier Advisory Group, LLC

Client Case Study

RCR

Their Challenge

How will we remain competitive given increased competition?

The entire supply chain had massive disruptions since the start of the century: UPS and FedEx had grown massively, Amazon started their own delivery service, and countless couriers scrambled to position themselves in the quickly expanding 3PL and last-mile delivery sectors.

The market was increasingly competitive. Small couriers were undercutting, large firms were partnering for insights while building private solutions in secret, and state governments were radically shifting away from independent drivers towards company fleets with employee drivers.

Courier Advisory Group (CAG) had already pivoted into niche areas requiring advanced capabilities to gain a competitive edge. They could secure contracts where other firms couldn't even compete, but could emergent trends be spotted and adopted fast enough to maintain this competitive advantage in an rapidly changing market like the logistics industry?

Our Solution

Leverage computational gains for complex route optimization.

CAG turned to RCR. We had already created their branding and website, managed scanning and tracking tools, and provided their C-Suite with Executive Consulting for years.

We developed an intelligent solution: use advanced mathematical computations—Multiple Linear Regression (MLR) and Linear Programming (LP)—for route optimizations that were previously impossible for regional couriers. These optimizations would lead to cost- and time-savings and would win more bids. We also performed the business planning for converting to 100% employee-based drivers where required.

The results were mixed: RCR was successful in gaining new attention for CAG, most notably from the largest healthcare provider in the U.S. However, the competitive landscape took another turn with an increase in M&A. CAG was acquired by R.R. Donnelley Logistics during the optimization projects, making it the last between the two companies.



10+

Projects Completed



36

Total Facilities



40M+

Annual Revenues

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