

A road-freight SME cuts operator response time by 78.94%: Sales and customer service

LOGISTICS AND TRANSPORTATION

SMALL

SALES AND CUSTOMER SERVICE

-78.94%

OPERATOR RESPONSE TIME [1]

105 to 51m

PACKING TIME [1]

+10.48 pts

OTIF [1]

PROBLEM

Search, packing, and operator response delays held OTIF performance at 67.3%. The warehouse and transport handoff lacked a consistent signal for when work should move.

SOLUTION

The company combined workplace organization, digital pull signals, standard work, and measured simulations. The future-state design reduced search and response delays before the company evaluated the expected operating result.

RESULT

OTIF rose to 77.78%. Search, packing, and response time all fell in the evaluated future state.

BUSINESS LENS

Porter: delivery reliability reduces customer switching and strengthens the company against larger logistics rivals.

ASSUMPTIONS AND LIMITS

Single company. The 5S and Kanban changes were piloted, while standardized-work results used simulation. Combined OTIF and financial results are hybrid pilot-and-simulation estimates.

DEPARTMENT APPLICATION

SALES AND CUSTOMER SERVICE

Higher OTIF improved delivery reliability.

Application analysis based on the cited source. It is not a separate measured result.

Prepared by Ocmulgee Business Process Solutions from the cited independent source. This is not an Ocmulgee client engagement or an original Ocmulgee result.

SOURCE [1]

Briones-Chavez, Sandoval-Soldevilla and Quiroz-Flores, 2025. Applying Lean Warehousing Tools to Improve OTIF. <https://doi.org/10.14445/23488360/IJME-V12I1P113>

Independently reviewed academic article | Size basis: Twenty-five total employees; 20 took part in the improvement project.