

# AMERICAN EXECUTIVE

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### Aspen Logistics: Customer Centric

Spotlights

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For more than 30 years, **Aspen Logistics** has offered customers a variety of services. The company works continuously to provide clients with up-to-date logistic strategies while putting a strong emphasis on collaboration. With multiple warehouse facilities and its own fleet of trucks, this values-based, service-oriented business believes culture plus strong client relationships equals a company who positions itself as a leader in its industry.

Aspen was founded in 1978 in Salt Lake City, Utah. Known originally for providing warehousing services, the company expanded in 1981 into an asset-based and transportation company serving the local area. Aspen continued to grow throughout the '80s and quickly became one of the top logistic leaders in its market.

In the early '90s, Aspen set its sights on the California market. The company expanded once again to offer services such as co-packing, plant support, and IT services. In 2000, Connie Anderson became the second generation of her family to lead Aspen and worked closely with her father, Dan Sample, to create the collaborative, relationship-driven approach the company still adheres to today.

Aspen is headquartered in Temecula, Calif. Anderson continued to build on the company's services, and, in 2008, Aspen was certified as a women-owned organization through the Women's Business Enterprise Council.

#### A collective approach

In 2002, Anderson broke down Aspen's services into three divisions: Aspen Distribution, focusing on warehousing fulfillment and value-added services; Aspen Transportation, which provides transportation services to customers; and Aspen Alliance Group, which focuses on IT and consulting services. However, at the beginning of 2010, Aspen consolidated its three divisions once again and renamed the company Aspen Logistics, Inc.

The consolidation of Aspen's services was due in part to its rapid expansion. By consolidating its three service lines, Anderson was able to promote open communication and better customer service. As a result, the company can perform the solutions of a large third-party logistics firm but maintains the values found in a smaller organization.

Both Sample and Anderson maintained a strong sense of customer service throughout Aspen while focusing on flexibility and outpacing the competition. To further the company's sense of client centricity, Aspen adheres to four specific solutions to provide its customers with efficient service.

First, Aspen believes in maintaining sincere relationships with those it serves. The company feels it is an extension of its customers, which requires Aspen to have a full grasp on its customers' business techniques. As a result, the company can create innovative and proactive service solutions for those it serves by constantly meeting with retailers and receiving feedback on its services.

Next, Aspen develops solutions specific to the needs of its customer. The company is willing to rework standard operating procedures and tailors them to their customers' business models. Aspen also documents its procedures and processes to look for synergies within its customers' businesses. The company applies its experience with multiple industries to find the best solutions for each of its clients.

Aspen then takes those solutions and applies action plans to them. By doing this, the company maintains a strong perspective on the effectiveness of these solutions and uses this process to measure them daily. Aspen also uses scorecards to easily present this information to clients in a clear and cohesive manner.

Finally, Aspen focuses heavily on communication throughout these processes and promotes open dialogue, analysis, the use of scorecards, and customer surveys to stay in touch with those it works with. Communication is present at every level within Aspen and is constantly reworked to ensure the company's clients are receiving the best service possible.

#### Strong service lines

Within Aspen's logistic solutions are four service lines: warehousing, transportation, cross dock/pool distribution, and value-added services. Throughout every service line, the company puts its customers' specific needs above all else and works with its clients to serve them and their customers with the best solutions possible.

The company also places an emphasis on quality throughout these four service lines. Whether it's people, processes, management, or its organization techniques, Aspen strives to produce quality solutions in all it does.

Aspen's warehousing services are based around the concept of flexibility, and the company prides itself on providing warehousing services in a variety of methods. Whether it's a dedicated facility for its clients' products or a shared, multi-client space, Aspen works with each of its clients to determine what works best for them.

Aspen also provides a variety of transportation services in the Western US. The company has major locations in Utah and Southern California and provides cost-effective transportation solutions to western and inter-mountain areas. They also have a network that services both warehousing and transportation customers throughout the better part of the United States.



Throughout its transportation division, the company uses cutting-edge technology in its management systems, GPS tracking devices, and an online site that gives customers access to systems and proof of deliveries. The company manages its own asset-based equipment and supplements by partnering with other companies throughout the western and intermountain region.

A focus on change runs through Aspen's distribution line. The company works hard to meet the needs of its clients at a moment's notice while providing its distribution services with speed and reliability. Aspen can sort, segregate, and modify products to ensure clients' customers receive product the way it is expected.

Additionally, Aspen's facilities and transfer points are positioned to access major markets in the surrounding areas. This ensures quick turnaround times and allows clients to reduce inventory costs and be more responsive to their customers.

To ensure it meets all of its customers' needs, Aspen also offers value-added services, which are outside the normal process of distribution. The company makes clear these are not only expectations that can happen, but are also processes that don't easily fit into the basic core process of distribution. Aspen provides these additional services to customers and divides them into two types: those that can stand alone from the typical process and those that don't stand alone but bring value to existing services.