



LEANSOLUTIONS
GROUP



ITG

CASE STUDY

With Lean Solutions Group, ITG Transportation Services Lowers Costs, Saves Time, and Improves Customer Outreach.

ITG achieves more efficient operations by transferring **back-office** and **sales tasks** to a Colombian-staffed **satellite office**.

ITG Transportation, based in Chicago, Illinois, is a **licensed freight broker**. Founded in 1986, ITG arranges the **domestic trucking** of international **ocean containers to and from** every port and rail line in the **U.S.** and **Canada**. It also offers **nationwide domestic freight services** and **facilitates shipping** container sales.

WHAT IS NEARSHORING

Companies that use **nearshoring** delegate tasks to service providers at a **satellite office**:



Same
time zone



Short
flight away



Cultural
Similarities

CHALLENGE



Starting in 2013, **ITG** grew quickly, doubling its volume and revenue within five years. But the company couldn't hire or train fast enough to **handle the growth**.

ITG leadership decided they needed a **cost-effective solution** to scale **fast** and **efficiently**.

As the **company** researched its options, **ITG CEO Dan Kopp** learned from one of his **vendors** that they used Lean Solutions Group, a nearshoring staffing service located in Colombia.



We realized we had been interacting with the vendor's Colombian employees who worked from a satellite office and never knew it, Kopp said.

And the level of service was terrific.



Solution # 1



ITG first started with Lean Staffing, a division of Lean Solutions Group that **focuses** on **back-office operations**, such as customer service and accounting functions. ITG delegated **three staffing** tasks to its Colombian team. These tasks could not be easily automated nor did they warrant a U.S.-based full-time employee (FTE):

1 Manage a shared inbox. An ITG Colombian service provider routes hundreds of daily emails to ITG staff, while also directing potential customers to ITG's pricing website for quotes, thereby facilitating the pricing process and capturing new leads.

2 Track and trace ocean containers. An ITG Colombian service provider verifies locations of containers and arrival times by accessing different websites and providing information to ITG's U.S.-based staff by 5 a.m. daily. This saves an hour or two of work for ITG's U.S. staff each morning.

3 Contact depots to identify available containers. An ITG Colombian service provider calls steamship lines and container depots ahead of time to verify that containers are available. This streamlines the ITG booking process by ensuring trucking operators can pick up an empty container for a shipping company to use for export.



Focus more on the customer.

ITG's U.S.-based staff and Colombian service providers work hand in hand on a single goal: to provide excellent customer service.

ITG became more efficient and **cost-effective** in its **operations** after **delegating** staffing tasks because it was able to:



Accelerate speed to hire.

Compared to the long lead time of hiring in the U.S., Lean Staffing can hire service providers immediately or within a couple days by estimating client needs.



Reduce domestic FTE hiring costs.

ITG saves money on recruiting, additional office equipment, office space expansion, and HR time.

Solution # 2



To help follow up with warm leads, ITG uses Lean Sales, a division of Lean Solutions Group dedicated to lead generation and CRM management.

Leads are generated by ITG's sales engagement platform, which pulls from an ITG database of previous and current customer contacts.

The platform sends out a **sequence** of 18 touchpoints, e.g., initial emails, LinkedIn messaging, etc., to existing leads over a **30-day** period.

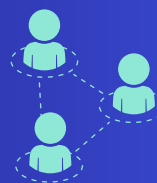
When a **lead responds** to a **touchpoint**, an ITG Colombian business development rep **contacts** the person on the phone to provide a rate quote or **schedule** a meeting with an ITG sales rep based in the U.S.

“Our Colombian sales staff have created enormous value in two ways: they allow our U.S. sales reps to focus on servicing active accounts and opportunities, and their outreach efforts have turned amostly stagnant contact database into a valuable resource for generating new business..”
-Dan Kopp, CEO, ITG Transportation Services, Inc.

Since August 2020, ITG's Colombian employees have helped the company significantly with:



Time savings. ITG's U.S.-based sales reps now have more time to focus on live opportunities rather than cold calling or sending out emails.



Increased outreach. ITG also reports that U.S.-based sales reps are hearing from a greater number of brand-new contacts.



Results

Since 2018, ITG has been able to manage its explosive growth and scale its business by delegating tasks to its ITG Colombian team. In the process, ITG has saved time, cut costs, and improved lead generation follow-up.

ITG has been so pleased with the **performance** of its Colombian service providers in back-office and sales tasks that the company has begun exploring sending IT projects to **Lean Tech**, a division of Lean Solutions Group that focuses on **software development** and **platform support**.

ITG now has 22 service providers in Colombia, and it has gone to great lengths to make them **feel part of the team** by including them in company competitions, celebrations, and meetings.

That effort has benefited ITG, because their Colombian service providers are comfortable **presenting ideas** and asking their U.S. counterparts for guidance.

At the same time, U.S.-based staff have embraced their Colombian team and no longer worry that their own jobs are at risk.



"Lean Solutions Group has become a big part of our future strategy, especially as we consider filling vacancies or offloading projects. They anticipate our needs, which is phenomenal. They always have someone warming the bench and ready to go if we need a new hire. Lean hires the best and expects the best."

-Dan Kopp, CEO, ITG Transportation Services, Inc.

