



KANSAS CITY IS LOGISTICALLY CONNECTED

PEOPLE-INSPIRED SHIPPING DRIVE KC LOGISTICS

The world has become **increasingly technology-driven and dominated by the *triple A* – algorithms, artificial intelligence and automation.** But in Kansas City, a top-tier U.S. city for transportation and logistics, another factor is driving success.

It's **people-inspired shipping**, according to Chad Earwood, President/CEO of eShipping, a company that specializes in logistics of all modes and headquartered just outside Kansas City in Parkville, Missouri.

Earwood believes that ***people make the difference, and that attitude, character and heart enable his company to overcome challenges and achieve goals.*** He's also a big believer in Kansas City as a magnet for logistics and transportation.

Talent is very much in demand at eShipping, a company that Earwood founded in 2004. Since then, eShipping and its sister companies have grown to over 250 employees, including professionals in six regional offices and close to 20 additional sales territories.

“There is so much **knowledge from freight companies, carriers, warehousing and distribution that are located here**, and the universities feed into the business community,” said Earwood. ***“This town is laden with talent in logistics.”***



CULTURE OF ENGAGED PEOPLE

Talent alone isn't enough for eShipping to develop competitive advantages in the logistics space. It's how the company molds that talent that exemplifies its unique approach to engagement.

“We go to great measures to make sure we hire the right people from the beginning,” said Earwood.

“We are developing a culture of engaged people. We want them to learn to think on their own, not just ‘do,’ so they can create unique solutions for our customers.”

An excellent example of this is eShipping's information technology. The company has 12 developers on staff, which is unusual for a logistics company of its size. The added developers allow for increased focus on system integration projects, ensuring customers experience seamless transitions.

People-inspired shipping takes care of employees, so they take care of customers. It's not just developers. It's every department, every employee. In return, eShipping enjoys key points of differentiation in logistics.

Key differentiators include speed to implementation, a focus on simplicity, and educating the customers so they better understand the supply chain.

“We bring a lot of disparate parts together for customers,” said Earwood. ***“We optimize it for them and include both customers and carriers in the package. For instance, we may work on finding carrier back-hauling, so dollars are generated in both directions.”***

EMBRACING THE FUTURE

Earwood believes shipping is still a complicated business, made all the more difficult by differing trucking rates structures, terminology and methodology. The most challenging are ocean carriers.

“The paperwork for compliance and customs is enormous,” Earwood said. “But the future will change that.”

How? Earwood elaborates. “Technology will peel away that cloud that hangs over rate structures that customers can't currently see into. As customers gain visibility into their data, they'll get better clarity in all aspects of the supply chain. It will be that clarity that will bring understanding, and once you understand it, you can make better decisions.”

Without question, technology will drive innovations in logistics. But at eShipping, behind every innovation, every solution, every satisfied customer, you'll find talented people inspired to make it happen.



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