



NSSL CASE STUDY:

Redefining Yard Operations with One of North America's Top 5 Grocery Chains

Introduction

When one of Canada's largest retailers, sought to streamline its yard operations, it faced a series of complex challenges. Manual processes, rising labor costs, and a lack of data visibility hampered efficiency and hindered the ability to scale. **The retailer turned to NSSL to reimagine its approach, resulting in a transformative partnership that delivered measurable results.**

Challenge

Before partnering with NSSL, the retailer's yard operations relied heavily on manual workflows. Drivers used paper lists or walkie-talkies to receive tasks, often resulting in delays and miscommunications. Coordination between multiple shunt trucks required constant back-and-forth, while performance metrics were virtually nonexistent.

"The numbers never added up," recalls a Vice President of Transport Operations. "Everything was captured manually, and there wasn't a systematic way to analyze what worked and what didn't."

Adding to the complexity, they faced escalating labor costs at unionized sites, compounded by aging equipment and inconsistent processes. This made it difficult to benchmark success or replicate best practices across locations.

"We had seasoned teams that knew their yards well, but the lack of digitization and standardized processes held us back," he explained. "We knew we needed a partner who could help us modernize and bring consistency to our operations."

Solution

NSSL introduced a comprehensive solution that combined its proprietary **Shuntware** technology with a collaborative, customer-centric approach. The goal was to digitize overall yard operations, enable real-time visibility, and standardize processes across its network.



DIGITIZATION:

NSSL equipped drivers with tablets, replacing paper lists and eliminating the need to leave trucks for task updates. Real-time communication became the norm, significantly reducing unproductive time.



DATA-DRIVEN INSIGHTS:

With Shuntware's dashboards, the retailer gained visibility into equipment locations, trailer statuses, and reefer runtime, empowering the team to make data-backed decisions.



STANDARDIZATION:

NSSL's solutions established a consistent approach across multiple sites, allowing for cross-location benchmarking and the replication of successful practices.



SCALABILITY:

The partnership provided the retailer with the flexibility to scale resources during surges and seasonal peaks.

"Once we started working with NSSL, we saw the potential of integrated data and insight into everything we were doing," he said. **"They brought in a level of professionalism and innovation that was game-changing for us."**



Quick Wins

Within months of partnering with NSSL, the retailer began to see tangible results. Drivers no longer wasted time leaving their trucks to retrieve paper lists, and the use of tablets streamlined workflows and reduced delays. **The elimination of manual processes not only improved productivity but also enhanced traceability.**

“We used to rely on walkie-talkies and paper logs, which led to inefficiencies and errors,” he shared. “Now, everything is digitized. I know exactly when tasks are completed, who completed them, and where.”

Safety also saw immediate improvements. With automated compliance checks and real-time monitoring, incidents like spills became almost nonexistent. Moreover, the newfound visibility into metrics such as trailer moves per hour and dwell times enabled the company to drive performance improvements across its sites.

“Metrics that were once invisible to us are now at our fingertips,” he said. “We’re able to benchmark performance and challenge our teams to do better, and that’s been incredibly powerful.”

Results

The long-term impact of NSSL’s solutions has been transformative for overall operations. **Productivity soared as tasks became streamlined and automated.** Real-time data reduced the need for phone calls and emails, while visibility into trailer statuses and reefer conditions minimized claims and disputes.

“The biggest win for us is the detailed visibility that Shuntware provides,” he explained. “I can see exactly where my equipment is, how long it’s been there, and what’s in it. That level of insight has taken so much noise out of our organization.”

Scalability has also been a major advantage. During peak periods, NSSL can flex resources without needing to engage multiple carriers or overburden its workforce. This seamless adaptability has simplified resource management and ensured uninterrupted operations during high-demand seasons.

Future

Looking ahead, further integration of NSSL’s solutions into its broader operations is planned. The company is exploring a full adoption of an electric vehicle (EV) fleet for its yard operations, leveraging NSSL’s expertise in sustainability and innovation. Predictive analytics is another area of focus, with the goal of proactively forecasting demand and optimizing resources.

“NSSL has proven to be more than just a service provider—they’re a true partner,” he concluded. “Their commitment to innovation, safety, and customer service has redefined what we thought was possible in yard operations. We’re excited to see where this partnership takes us next.”

▶ “NSSL’s commitment to innovation and professionalism has transformed our yard operations. **From digitization to real-time visibility, they’ve helped us achieve unprecedented efficiency and scalability.**”

— Vice President, National Transport Operations