



EVERY MOVE COUNTS



NSSL CASE STUDY:

Raising the Standard. How a Beverage Distributer Transformed Yard Operations Through Accountability and Partnership

Introduction

One of the nation's largest beverage distributors recognized that its existing network of third-party yard providers could no longer meet the operational demands of its high-volume brewery sites—responsible for over 50% of national production. Persistent challenges such as outdated infrastructure, communication gaps, and avoidable delays stood in direct conflict with the need for precision, speed, and temperature control.

To fix it, leadership launched a **Supplier Excellence Program**—raising the bar for structure, transparency, and performance across all 3PL relationships.

While others pushed back, National Shunt Service (NSSL) leaned in. With deep operational expertise, on-site support, and a willingness to be measured against the toughest KPIs, **NSSL became the clear partner to help restore control where it mattered most.**

How Success Was Measured

SAFETY

- Presence of a documented safety program
- Completion of safety training and recurring safety meetings
- System for hazard reporting and issue escalation
- Monitoring and coaching of safe behaviors on-site

PEOPLE & WORKFORCE ENGAGEMENT

- Documented training programs with standard operating procedures
- Recurring one-on-one check-ins with team members
- Plans to improve retention and manage labor gaps
- Regular leadership engagement through scheduled site meetings

OPERATIONAL PERFORMANCE

- Tracking of individual productivity with coaching and corrective actions
- Programs to recognize high-performing team members
- Daily performance indicators captured and reviewed
- Preventative maintenance procedures for all equipment
- Structured shift transition processes to ensure continuity

RESULTS & OUTCOMES

- Elimination of downtime caused by on-site activities
- Efficiency metrics tracked against site-specific goals (e.g., cycle times, throughput rates)
- Achievement of safety outcomes with no major injuries or incidents

Customer-Defined Operational Scorecard

“When others resist metrics, we build with them. Accountability is our competitive edge.”

By aligning with our partners' toughest KPIs, we turn expectations into execution—and data into results. Every move, metric, and decision is built to raise performance across the yard.



Aligned from Day One

From our earliest discussions, NSSL demonstrated a clear advantage: **we already had robust programs in place that directly aligned with the new evaluation criteria.** Safety protocols, formalized training programs, and structured employee engagement **strategies weren't built in response to the scorecard—they were foundational to how we operate.** This meant the transition wasn't reactive. It was seamless.

That early alignment, combined with a track record of consistent execution, earned us the opportunity to manage the customer's three busiest and most demanding sites—a clear signal of trust that we would not only meet expectations, but elevate performance where it mattered most.



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The Programs That Drove Performance



Safety & Compliance: NSSL entered the operation with a documented safety program, Brewery aligned training procedures, hazard reporting tools, and on-site behavioral coaching already embedded in our standard operating model.



Workforce Training & Engagement: From day one, our team brought clearly defined SOPs, signed-off training plans, quarterly 1:1s, and retention-focused leadership support—ensuring stability and buy-in across the yard team.



On-Site Leadership: We placed supervisors at each key site to provide real-time coordination, lead daily stand-ups, and serve as a direct line between site operations and strategic goals.



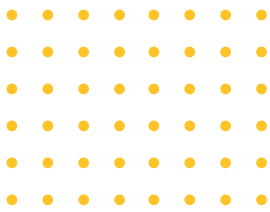
Gatehouse & Live Load Accountability: NSSL restructured the inbound and outbound flow, reduced gate congestion, and enforced clear performance expectations for third-party carriers and internal teams.



Proactive Maintenance: Routine equipment failures were replaced with a preventative maintenance process that kept assets available and improved uptime.



KPI Ownership: Rather than being managed to the metrics, NSSL partnered in shaping them—offering weekly reviews, trend analysis, and collaborative plans to raise performance over time.

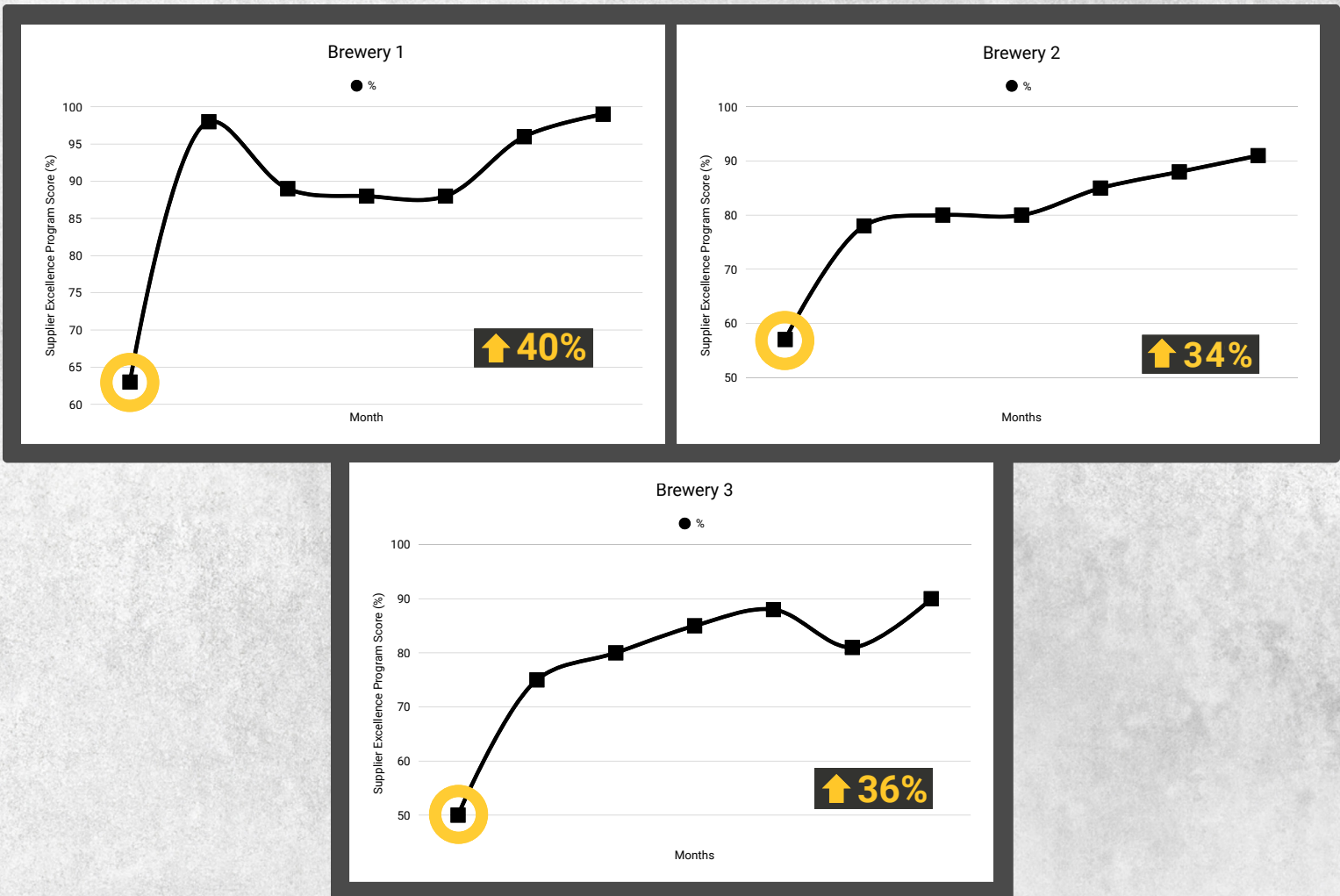


Results

Within months of deployment, the impact of NSSL's approach was clear. Based on the customer's KPI framework—measuring safety, staffing, equipment reliability, and overall yard performance—all three NSSL-managed breweries ranked in the top tier nationally, with two sites finishing in the top 3 across the entire network.

This wasn't the result of isolated wins, but of sustained, day-to-day execution backed by on-site leadership, proactive communication, and full alignment with the customer's expectations. Operational pain points like gate delays, maintenance breakdowns, and live load inefficiencies were systematically reduced—while driver satisfaction and site-level morale improved.

As a result, the relationship grew beyond the initial scope. **What started as a performance-driven pilot quickly evolved into a trusted, strategic partnership—proving that when expectations are raised, the right partner will rise to meet them.**



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