

Case Study - DB Schenker

DB Schenker Partners with Avatour to Pioneer Virtual Warehouse Tours Across Global Locations

How a world-leading logistics leader created an innovative alternative to site visits while saving time and money



OVERVIEW

The Challenge:

- Trust and transparency is crucial in logistics and supply chain management
- DB Schenker is leading contract logistics provider with more than 800 sites globally
- Global customer base and travel costs makes visits a challenge
- DB Schenker customers need a close relation to the operations

The Solution:

- Avatour's 360° remote, real-time, collaboration platform
- DB Schenker provides customers with an elevated and innovative tour experience without travel
- Full spatial context adds confidence during remote tours

The Result:

- DB Schenker and their customers get closer to each other and together gain financial savings and enable sustainability targets
- Provide customers with opportunity to see more sites more frequently

ABOUT DB SCHENKER

With around 76,000 employees at more than 2,100 locations in over 130 countries, [DB Schenker](#) is one of the world's leading logistics providers. The company operates land, air, and ocean transportation services, and it also offers comprehensive solutions for logistics and global supply chain management from a single source.

DB Schenker holds top positions in automotive, technology, consumer goods, trade fair logistics, special transports, and special events logistics.

THE IMPORTANCE OF SITE VISITS IN LOGISTICS

Facility tours are crucial to DB Schenker and their customers. In order to service the unique needs of their global network, the DB Schenker team typically brings prospects and customers on site to showcase their core products, operations, and capabilities. More often than not, the in-person visit is the deciding factor in closing a deal.

"We aim to provide world-class quality and increase satisfaction for our world-class customers," said Jan Soetebeer, Head of Customer Experience at DB Schenker. "Part of that is helping potential customers gain a regional footprint, review our automation capabilities, and see our core products first hand."

Transparency and confidence are critical to providing customer satisfaction. Customers must be able to facilitate an efficient and effective supply chain. Part of that quality management is knowing their logistics requirements are in good hands.



Source: DB Schenker

THE CHALLENGE OF SITE VISITS FOR A GLOBAL COMPANY

DB Schenker is comprised of a world-wide workforce that serves global customers. The sheer span of their network inherently makes traveling and site tours a logistical challenge. For one, coordinating time zones, travel time, and remote visits with teams flying all over the world costs a staggering amount of money, hours of wasted time, and a significant addition to the annual carbon footprint.

“Imagine if each warehouse is visited at least once a year by a delegation of 5 people, consisting of responsible experts from DB Schenker and our partners. Even if all participants had to travel only domestically to reach the destination, this would already mean a massive amount of travel expense and kilograms of CO2 emissions.” said Jan Soetebeer from DB Schenker.

To make an already challenging situation nearly insurmountable, COVID lockdowns and regional travel restrictions nearly shut down all routine site visits.

But DB Schenker was determined to uphold their commitment to being a frontrunner in the industry and their customer’s first choice, both during COVID and beyond. They started to look for an alternative to travel, one that still provided an effortless and quality experience for their customers.

THE SOLUTION: LEVERAGING AVATOUR FOR REMOTE WAREHOUSE TOURS

Avatour is a remote collaboration platform designed specifically for site meetings. Using 360° technology, the Avatour platform transports real people to real places in real time, providing an immersive experience of a place from the comfort of their own homes.

DB Schenker leveraged Avatour’s unique 360° capabilities to provide virtual warehouse tours to their customers. Using Avatour, customers can experience being physically present in a given location, without the need to travel. For example, each viewer can freely explore a DB Schenker facility and interact with on-site personnel as if they were physically present. The freedom to choose their point of view provides a clear and unobstructed view of DB Schenker warehouse capabilities and core products.

While the Avatour platform helps DB Schenker provide warehouse tours, the team also leverages the platform to essentially create a virtual work environment, adding value for their customers at every turn.

“One of the most unique components of our virtual warehouse tour is being able to review documents, KPIs, and other important information on screen,” said Jan Soetebeer. “This further allows us to enable ‘real’ interaction with our customers around the world.”

THE RESULT: DRIVING CURRENT AND FUTURE SUCCESS

Save Money and Time

With Avatour, DB Schenker was able to create a successful alternative to travel. This helps the team save money and countless hours of travel time. By eliminating the cost and time associated with travel, DB Schenker can close deals faster and more effectively, while reallocating their travel budget to other areas of innovation.

Enable Sustainable Initiatives

As an industry leader, DB Schenker believes in doing their part to create a more sustainable world. The company recently announced their adoption of the UN Sustainable Development Goals. Reducing yearly travel helps DB Schenker make a significant impact in their annual carbon footprint.

Mitigate COVID-19 Impacts

The pandemic posed a dire threat to business leaders around the world. However, DB Schenker was able to minimize the impact on business using Avatour. Virtual warehouse tours equipped the DB Schenker team to support their employees and customers to work from home without disrupting business. Therefore, the company could conveniently enforce health and safety standards while still providing a way for their customers to come on site.



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- Todd Starbuck, EVP Business Development, Solution Design and Customer Management, DB Schenker



Leverage Innovation as a Cooperation Tool

DB Schenker remains relentless in their commitment to remaining their customer's first choice. Virtual warehouse tours help the company lay the groundwork for a future-focused way to prioritize the growing needs of their customer base, anytime and anywhere. With Avatour, DB Schenker has gained another competitive edge, securing their place as a front runner in the logistics space.

"The partnership with Avatour offers us a new dimension of digitization in the contract logistics business for our customers," said Todd Starbuck, EVP Business Development, Solution Design and Customer Management. "It is essential for the sustainability of our planet, the safety of our customers, and the connectedness to our world-class operations that we explore the possibilities in highly realistic environments," he added.

To explore more about DB Schenker and virtual warehouse tours, [click here](#).