

# Course : Optimize transport and increase customer satisfaction

*Practical course - 2d - 14h00 - Ref. ANS*

*Price : 1360 € E.T.*

★★★★☆ 4,2 / 5

How can you optimize your supply chain's transport flows? What methods and tools can you use to optimize cost management and evaluate transport performance? This course offers you a practical approach to meeting the strategic challenges of transport in today's business world.

## Teaching objectives

**At the end of the training, the participant will be able to:**

- ✓ Understanding the fundamentals of transport
- ✓ Choose a mode of transport compatible with material and legal constraints
- ✓ How to buy a transport service
- ✓ Managing transport activities
- ✓ Define performance indicators
- ✓ Interfacing transport and warehouse management

## Intended audience

Transport/logistics managers, shipping managers, buyers, logisticians entering the function.

## Prerequisites

First experience of logistics desirable.

## Practical details

### Hands-on work

This participative training course is illustrated by numerous examples and workshops for collective reflection.

### Teaching methods

An active, participative approach that encourages exchanges between participants.

### PARTICIPANTS

Transport/logistics managers, shipping managers, buyers, logisticians entering the function.

### PREREQUISITES

First experience of logistics desirable.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## Course schedule

### 1 Transport fundamentals by mode of transport

- Transport modes, players and their roles.
- Materials and documents required for transport.
- Incoterms and transport.
- Characteristics of goods and choice of transport modes.
- Focus on road transport: CSR, standard contracts, dispute management.
- Courier, batch and complete.
- Chartering, trucking and optimizing the transport plan, upstream-downstream.
- The environment and CO2 impact.

#### Group discussion

Illustrated by examples from different business sectors.

### 2 Optimizing transport and customer service

- Transport cost drivers and identification of optimization levers.
- Segmentation of transport costs.
- Analysis of transport requirements and reengineering of transport and logistics chain operations.
- Tour planning and optimization illustrated with examples.
- Managing a multimodal offer and making modal and geographic choices.
- Transport's contribution to the value chain.

#### Group discussion

Reflecting on the content of a transport cost.

### 3 Purchasing transport

- Shipper's transport specifications and invitation to tender.
- Transport purchasing and carrier negotiation.
- The transport contract, contract duration and renegotiation terms.

#### Group discussion

List the key points of a transport purchase.

### 4 Performance management and measurement

- Transport KPIs.
- Transport dashboards.
- Transport tracking and tracing: identifying and marking shipments.
- Management of transport and distribution service providers.
- Control of transport documents.
- Transport audits on the shipper's side.
- Assessment of outsourced service level objectives (QCD analysis).

#### Storyboarding workshops

Identification of the necessary steps for tracking and tracing in an international supply chain.

### 5 TMS (Transport Management System)

- Features.
- TMS shipper. Carrier TMS.
- The TMS interfaced with the WMS to set up a pull-flow logistics organization.

## TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

## TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

## ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@orsys.fr](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.

## Dates and locations

### REMOTE CLASS

2026 : 25 June, 14 Dec.

### PARIS LA DÉFENSE

2026 : 25 June, 14 Dec.