

SUSMILE Capsule 3.4.7 Source 1

Answers

Please note that below answers have been simplified for teachers to evaluate the quality of answers according to their level of understanding, the perspective taken in reading the documents and eventually the quality of their arguments to compensate for elements missing.

EQF level 6

1. **S2** Why is it important for a transport & logistic operator to feel concerned about customers' opinion on internet?
 - Reviews give information about delivery problems and customers' expectations
 - It gives an evaluation of the service provided, which can be rewarded or sanctioned by the T&L operator client (distributor or industrial)
2. **S3** What can be done to counter the pressure of growing fuel costs on logistics operations?
 - Optimising the distribution network by ensuring the distribution centres are well coordinated with supply and demand
 - Look for more local sourcing options
 - Search for alternative/innovative transport solutions
3. **S5** What solutions are recommended for a greener e-commerce?
 - Focusing on the supply chain organisation and optimisation of operations
 - Offering green shipping alternatives
 - Investing on renewable energies / technologies
4. **S2** What aspect has facilitated a better understanding of supply chains for final customers when they submit a review about their purchase experience?
 - Enterprise feedback to evaluation reviews give explanations about the organisation model and constraints
 - It gives an opportunity for a constructive dialogue: reorganising the delivery, suggesting alternative solutions, offering a discount, proposing a retrieval or replacement of a product, etc.
5. **S3** What can be done to counter the pressure of growing fuel costs on logistics operations?
 - Optimising the distribution network by ensuring the distribution centres are well coordinated with supply and demand
 - Look for more local sourcing options
 - Search for alternative/innovative transport solutions
6. **S4** How to logisticians shorten the time span and process from product ordering to packaging and delivery?
 - Getting product stocks closer to customers / point of consumption
 - NB (with additional search on internet or thanks to course content):



- Investing on better sales forecasting tools
 - Implement a “delayed differentiation” model
7. **S5** Why is carbon offsetting not recommended?
- Because it does not reduce carbon emissions: no changes in existing practices cannot be compensated by other actions elsewhere and will be perceived negatively by final customers as well as having a negative impact on the planet/resources
8. **S2** What would you use the rating system for, in terms of logistics indicators?
- Customer satisfaction level
9. **S3** Why would an agile supply chain, with lower stock levels and infrastructure, have an impact over the global organisation of a company?
- Because lower stocks = higher risks of shortages and of not meeting demand instantly, it is also a major weakness in the face of an international supply problem that will take much longer to resolve.
 - In a just-in-time operation, this would mean a higher price value for the products.
 - If agility is about more distribution points and more options to deliver to end customers, the consequences are many more stocks in the vicinity or in the city, and therefore more transport between each of them when the fluctuation of consumption is important and creates small shortages in one or more of them.
 - It generates a strong dependence on sales projection tools, which need to be as accurate as possible to avoid high operational costs for last minute deliveries.
10. **S5** Why are non-urgent deliveries more likely to have a better environment impact?
- a. Because it allows more consolidation of the orders, better preparation, and fill rate for the delivery vehicles
 - b. It allows more options in terms of transportation, which would be slower and carbon-free (such as barges, bikes, etc.)
 - c. In case of multiple packages order, instead of shipping each box separately, it encourages to wait and deliver all at once
11. **S6** Why are customers who declared their intention to purchase through more “sustainable” sources not yet adopting that behaviour in practice?
- Because of the subjective norm (familiarity, access to information, etc.) they tend to rely much on and need to overcome
 - Because they may lack the financial capacity / resources to do so
 - Because they lack sufficient information on alternatives, or curiosity and time to find that information

