



CASE STUDY

ALBINI GROUP

Freight exchange

Albini Group: more opportunities with Teleroute

BORN BIG

The Albini Group has been operating in the freight sector for a few years now, and can count on a consolidated experience in the business world. “We established the Group in 2015, but have been offering consulting services in the freight sector for around a decade, after specialising in the marketing and distribution of fruit and vegetables for over 40 years,” says Mario Albini, the owner of the company.

The company is based in Verona and offers national and international road, sea and air freight services. This can be done without having to have practically any actual physical assets. “We’ve got a warehouse in Milan and another in Verona, open 24/7 every day of the year, which we use to store goods, for loading and unloading, or as service points for some of our partner carriers.” In particular, the Albini Group acts as an intermediary for producers, manufacturers, transporters or other carriers, in observance of the strictest code of ethics and confidentiality.

▶▶ Our job is to know who can do what and
organise everything in the best possible way
for our customer ◀◀



MARIO ALBINI
OWNER, ALBINI GROUP



Freight exchange

“NO” IS NOT AN OPTION!

From transporting just one single pallet to complete loads, nothing is too big or too small for the group to manage: this is the Albini Group’s motto and its “menu” of services includes urgent shipments, packaged cargo, small items, containers, exceptionally large freight, fresh or refrigerated produce. “We transport goods from the Iberian Peninsula to Northern and Central Europe, from North Africa to Scandinavia and from Russia to China,” says the owner. “Our intention is to always give our customers the best possible response in terms of quality and convenience. In our sector, the quality of the service depends in more ways than one on the professional competence of the carriers we entrust our shipments to. For this reason, meticulous care is taken when selecting our partners, as it’s a delicate and fundamental decision.”



A VAST NETWORK OF CONTACTS, THAT COMES WITH A GUARANTEE

Before he found Teleroute, Mario Albini was sceptical about the value of freight exchanges: “Our past experience wasn’t very positive and we were convinced business relations that had been developed over the years were more reliable than those that could be found online. Furthermore, we did not want to entrust a customer’s load to an unsuitable carrier, with the risk of damaging our reputation and long-standing business relations.”

But once he started using Teleroute, in 2017, Mario Albini was convinced: “We’ve found valid transport contractors through the platform, and this has made it both easier and faster to meet customers’ demands.” Access to an extensive network of trustworthy contacts represents a two-fold advantage: “On the one hand, we can be sure we’re choosing a reliable carrier; and on the other, Teleroute makes it simpler and faster to find the right partner and make the customer a complete and competitive offer.”



DEVELOPING THE MARKET

Teleroute helps the Albini Group manage routes that are not usually found on the Italian market, and it's very useful for links from Italy to Europe and the rest of the world. "We transport goods from Uzbekistan to Scandinavia, from Spain to Morocco and Tunisia. We have consolidated links with the UK, France and Holland. We have also done some importing/exporting with the Far East. Our next goal is to consolidate our presence in Northern and Eastern Europe." Thanks to Teleroute the Albini Group was able to expand into strategic markets, such as the Iberian peninsula:

▶▶ We were very enthusiastic about the possibility of using integration with Wtransnet. This put us in touch with new contacts with whom we can further improve our shipments both to and from Spain and Portugal ◀◀



BESPOKE ASSISTANCE

Good assistance is very important and should never be taken for granted. For the Albini Group this represents the decisive factor in the company's collaboration with Teleroute. "The fact we receive assistance tailor-made to suit our needs confirms, every day, we made the right choice," says Mario Albini. The commercial support given to the company from Veneto is provided to offer the best possible assistance and represent a strategic asset: "We have our own key account manager from Teleroute, which means an immediate understanding and response, whenever we might have some doubt to clear up or need additional information. This is truly unique, and makes the quality of the service unbeatable."

THE NEXT STEP

The positive experience with Teleroute is laying the foundations for new forms of collaboration with the Albini Group. "A function that could create a quote directly on the portal would be a big advantage when making offers," explains Mario Albini. What's more: "We'd like to have access to more details in the company listings to have more information on who we're dealing with."





ONE PLATFORM, MANY ADVANTAGES

The Albini Group uses Teleroute for dozens of shipments per week. “We’ve seen a 20-30% increase in the total number of shipments,” confirms the owner. “Teleroute has become an essential tool for us: it lets us start business relations with new carriers that can become solid and long-lasting, we can receive their quotes quickly and improve our offer overall. We can also quickly eliminate any unsuitable candidates from the selection process.” And that’s not all: “A transporter might be looking for a load to avoid an empty return trip and, in this case, we’ve been able to benefit from some interesting rates too.”

▶▶ A 20-30% increase in shipments. This of course also meant an increase in turnover. With such an extensive list of trustworthy contacts we can take any load, for any route, and meet any customer’s requirements ◀◀

“We’ve seen a 20-30% increase in the total number of shipments”



THE CHALLENGE

- Making the delicate phases of the process to select the best carrier for the customer's shipment, simpler and faster.
- Improving the company's capabilities to meet customers' requirements with an efficient, safe and competitive solution, in other words a solution that's simply the best.
- Greater efficiency on international routes.

THE SOLUTION

For the Albini Group the freight exchange is a strategic tool that adds value to its offer and makes it more efficient.

THE BENEFITS

- A total of 20-30% more shipments.
- Development and consolidation of the company's presence on strategic international markets.
- A vast international network of reliable carriers.
- Faster customer response times.



teleroute

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Teleroute is the original pan-European online freight and vehicle exchange solution accessing freights from and to western, central and southern Europe.



25% reduction of empty running



60 sec to close a deal



70K European transport partners to get more business



80% debt mediation success rate

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