BE Simple
STAFFING

FREE INDUSTRY PLAYBOOK

The logistics customer service playbook

A briefing document for 3PLs, freight, and delivery teams that want tracking, exceptions, and claims intake off the dispatch floor.

besimplestaffing.com
A briefing document for operators. No invented statistics.

When the inbox becomes an operations floor

Logistics customer service is often unofficial operations work. A 3PL, freight broker, last-mile carrier, or shipper already has dispatchers and account managers. What they may not have is a dedicated place for the repetitive questions: where is the freight, can we move the appointment, the delivery was short, we need proof of delivery, or a claim has to be opened before anyone can talk about liability.

Those conversations sit on the path of dock appointments, retailer chargebacks, and customers who will not release the next load until yesterday is explained. When the only people who can answer are also running the warehouse or the board, both jobs suffer. A voicemail on a delayed truck is not a process. It is a backlog for the morning shift.

This playbook helps you define the desk and gather the SOPs a partner needs. It does not invent on-time percentages or savings claims.

What a dedicated logistics desk should own

A dedicated team works in your TMS, WMS, CRM, or carrier portals, not in a separate system customers have to learn. At BE Simple Staffing the agents work from our Prishtina office, assigned to your account, trained on your exception codes and escalation path.

Usually in scope

- Shipment tracking and status updates, including the wording you want used when a load is on time versus off-plan.
- Delivery appointment questions and confirmations.
- Exception intake: late, short, damaged, missed appointment, or failed delivery.
- Proof-of-delivery follow-up and routine documentation.
- Claims intake, with the documents and fields you specify — not settling the claim unless that is an explicit, written part of the role.

Usually kept with operations or account management

- Rate changes, recovery plans, and carrier disputes.
- Warehouse floor decisions and resource moves.
- Customer commitments that go beyond the approved script.

If a process still lives only in someone's head, write it down before go-live. That is part of making the desk safe to run.

Coverage, briefing, and pricing context

Many teams start with US business hours at $1,995 a month per dedicated agent, then add an evening or weekend seat at $2,395 if that is when exceptions surface. True 24/7 coverage is a four-agent team at the $2,395 seat rate, which makes sense for overnight networks or a promise that someone is always reachable. An AI and human hybrid, at $2,495 a month, can draft routine tracking replies while a person takes over when a shipment is off-plan.

No setup fee. Three-month term, then month-to-month. Founding clients receive 50% off the first month. Most teams are live in two to four weeks. See besimplestaffing.com/pricing.html.

> **Briefing checklist.** Tools and access (including a training environment if you have one); customer list and any customer-specific rules; exception codes; claims intake fields and required documents; a named operations contact; after-hours notification rules; and a set of real example tickets, including messy ones.

Next step

To talk through a logistics support desk, write to Jon Kludt at jon.kludt@varosity.com or use besimplestaffing.com/contact.html. Useful context: the kind of network you run, the tools the team would log into, the hours exceptions show up, and approximate volume.

The longer public page is “Logistics customer service outsourcing,” at besimplestaffing.com/use-cases/logistics-customer-service.html.

BE Simple Staffing is a San Diego company with our own office in Prishtina. This playbook is a briefing aid, not a contract, and it does not invent operational performance numbers.