



Experts in Business-to-Business Research

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2022 FOTP QuickPulse™

# Supply Chain/Logistic Pulse Survey Executive Summary

July 2022

## Who we are



Finger on the Pulse (FOTP) is a Business-to-Business market research company. We specialise in gathering feedback, on behalf of clients, from key stakeholder groups, and in particular, **Customers, Suppliers and Employees.**



We have **gained our extensive expertise** from working on research projects **across a broad range of industries** including FMCG, food production, healthcare, logistics, automotive, DIY and defence.



The insights we gain **help our clients to understand, and act on** what is most important to them and their stakeholders.



The **bespoke nature** of the projects ensures our approach is tailored for each of our clients.

2022 FOTP QuickPulse™  
Supply Chain/Logistics Survey

# How the survey worked



# Research approach

## Survey Highlights:

- An online survey with a combination of ratings and open text boxes.
- Strong support for the survey with a total of 262 respondents working in Supply & Logistics (all other job functions were screened out).
- A mix of seniority across Directors/Heads of Depts, Senior & Middle Management and Coordinators/Analysts, with Senior & Middle management being the largest segment.
- There was a strong response from Manufacturing, with the second largest sector being Transport & Haulage.



**N.B. Field Stage Timings: 20<sup>th</sup> June - 1<sup>st</sup> July.**

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# Key insights & highlights



# Ten key insights, based on the results

- 1** The role of **Supply Chain Teams has grown in importance** for businesses. However, Supply Chain teams are **under-resourced to be able to meet their current workload and, similar to other job functions, recruiting new talent is currently a clear challenge for them.**
- 2** The growing importance of the Supply Chain function resonates with the trend that **Supply Chain teams feel well-supported in their business.**
- 3** Supply Chain professionals stated that the **2 most efficient ways of working for them were either in the office or using a hybrid approach.** This is a **different dynamic to both HR and Procurement teams (as part of the 2022 FOTP Pulse surveys), where the hybrid approach was overwhelmingly considered as the most efficient approach.**
- 4** Whilst Supply Chain teams are focusing on reducing their business's carbon footprint, it was surprising to learn that **1 in 3 participating companies don't currently have any Net Zero targets, mainly driven by SMEs and Micro-businesses.**
- 5** In addition, whilst there is evidence of some collaboration with suppliers on the sustainability & Net Zero agenda, **less than half of the participating companies have an active Net Zero Scope 3 strategy.**

## Ten key insights, based on the results, Cont'd.

- 6 Amongst some of the things that Supply Chain teams are doing to support their businesses on the sustainability journey are - **focusing on reducing energy use and considering alternative energy sources, using recycled raw materials and recycling waste, and focusing on setting targets.**
- 7 Similar to the 2022 FOTP Procurement Pulse, **greater strategic importance is being placed on risk management in Supply Chains.**
- 8 As part of mitigating risks, Supply Chain teams are focusing on **more regular communication with customers, to proactively inform them of any delays and challenges.** In addition, agreeing **extended lead times with customers** was the second top action. Both of these highlight the importance of strong relationships with customers.
- 9 Supply Chain professionals **rely heavily on having and using data for informing important decisions.**
- 10 Whilst not currently wide-spread, **Supply Chain teams expect that AI will make their processes more efficient over the next 5 years.**

# Key highlights

based on feedback from “open” text boxes

## What respondents said about:

- 1 What will be the key attributes of successful Supply Chain/Logistics professionals over the next 5 years?
- 2 What Supply Chain/Logistics professionals are currently doing to help their business achieve its Net Zero or sustainability targets

1 Thinking longer-term, the following **4 attributes** were identified as key for **successful Supply Chain & Logistics professionals of the future** (shown in order of highest mentions/significance):

- Increased focus on personal capabilities/characteristics/skills
- Improved professional standards
- Flexibility in both work approach and internal/external relationships
- Ability to adapt to and use of advanced technology

2 **Achieving sustainability and Net Zero targets has a prominent place on the strategic agenda for businesses.** Below is what **Supply Chain teams are doing to support their companies** on this journey:

- Reducing energy use and considering alternative energy sources
- Focus on recycling - using recycled raw materials and recycling waste
- More focus on developing and setting sustainability and Net Zero targets

# Key highlights, Cont'd.

based on feedback from “open” text boxes

## What respondents said about:

- 3 What Supply Chain/Logistics teams have done particularly well to respond to recent challenges and disruption
- 4 Top Supply Chain/Logistics trends over the next 5 years

3 Teams working together, demonstrating commitment & dynamism, streamlining processes, focusing on communication & collaboration and more hands-on customer management are amongst the top actions that helped Supply Chain professionals face both current and recent challenges. Three other significant measures were:

- Risk management
- Supplier management and
- Adapting sourcing strategy

4 Biggest trends over the next 5 years identified by Supply Chain/Logistics professionals featured:

- Use of technology
- Focus on sustainability
- Focus on efficiency and streamlining processes
- Making the warehousing and distribution operations more efficient

## 2022 FOTP QuickPulse™ Supply Chain/Logistics Survey

# FOTP Pulse Ratings results

1. How well has your company met its Supply Chain KPIs over the last 12 months?
2. How confident are you that your business will meet its Supply Chain KPIs over the next 12 months?
3. Thinking over the last 12 months, have your supplier relationships become more or less collaborative?
4. Thinking about the next 12 months, do you think your supplier relationships will become more or less collaborative?
5. Thinking about the role of the Supply Chain/Logistics team over the last 12 months, has it become more or less important to your company?

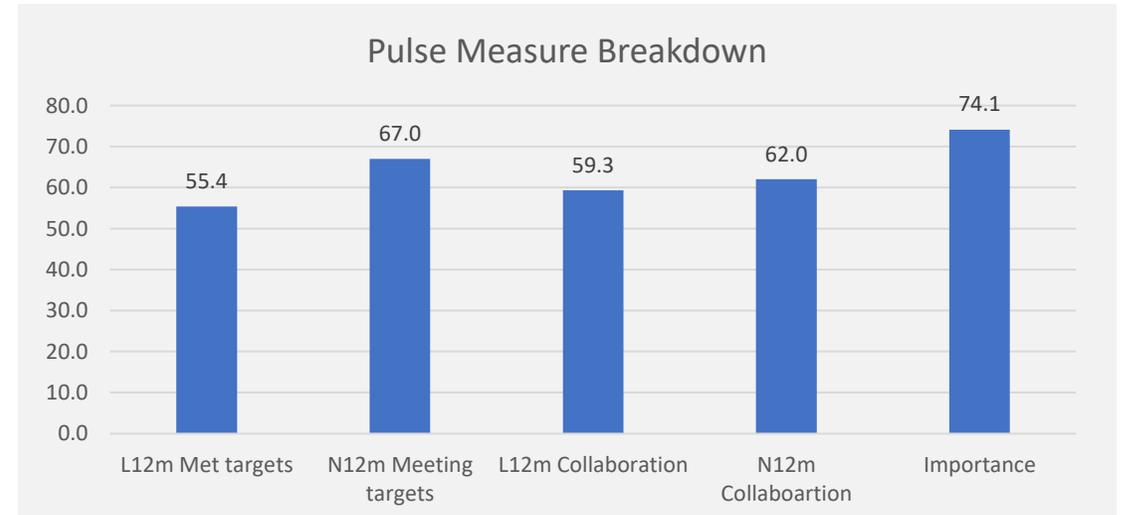
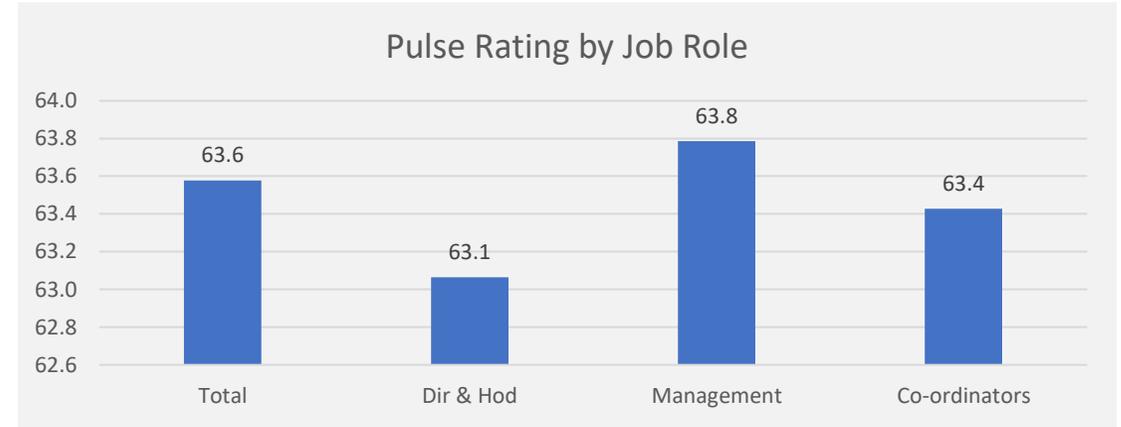


# FOTP Supply Chain Pulse Ratings Scorecard

Overall and by Job Role	Pulse Rating
<b>FOTP Supply Chain Pulse Rating*</b>	<b>63.6</b>
Directors/Head of Dept	63.1
Senior/Middle Management	63.8
Coordinators/Analysts	63.4

\*The FOTP Supply Chain/Logistics Pulse Rating is calculated by aggregating the 5 measures below:

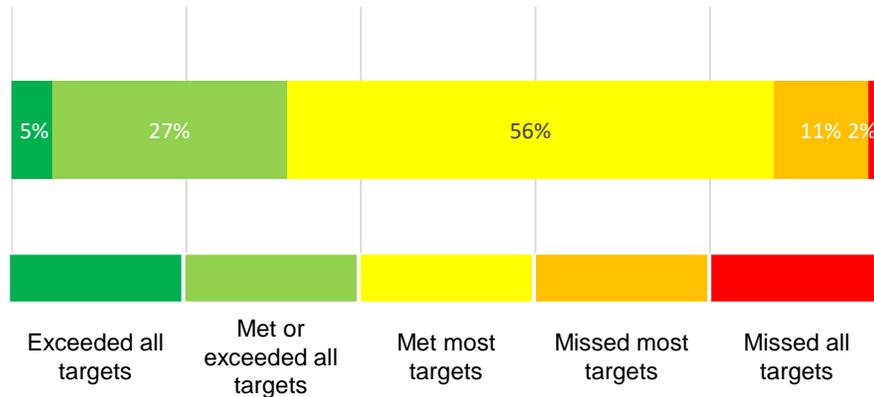
Pulse Measure	Pulse Rating
1. Meeting KPIs ( <b>last</b> 12 months)	<b>55.4</b>
2. Meeting KPIs ( <b>next</b> 12 months)	<b>67.0</b>
3. Supplier collaboration ( <b>last</b> 12 months)	<b>59.3</b>
4. Supplier collaboration ( <b>next</b> 12 months)	<b>62.0</b>
5. Importance of Supply Chain/Logistics teams	<b>74.1</b>



# FOTP Supply Chain/Logistics Pulse Ratings

## Breakdown of the 5 Pulse Rating measures

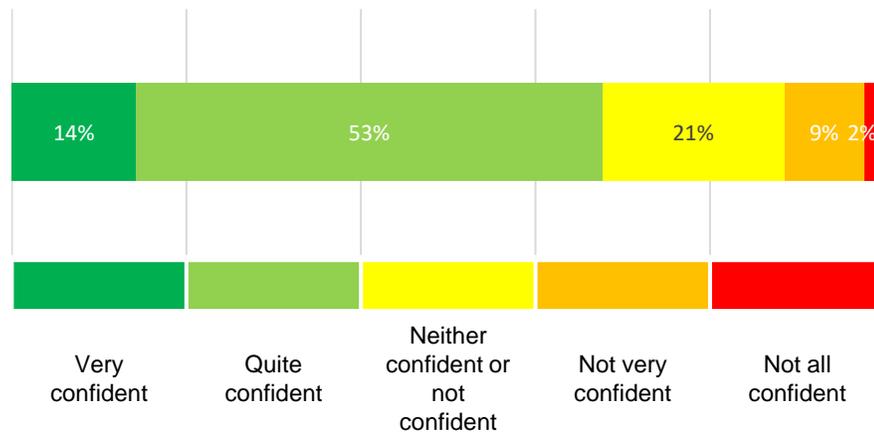
1. How well has your company **met its Supply Chain KPIs over the last 12 months?**



55.4

- Overall, only around 1 in 3 companies have met or exceeded all their Supply Chain targets over the last year.
- 1 in 10 feel they have missed most of their KPIs.

2. How confident are you that your business **will meet its Supply Chain KPIs over the next 12 months?**



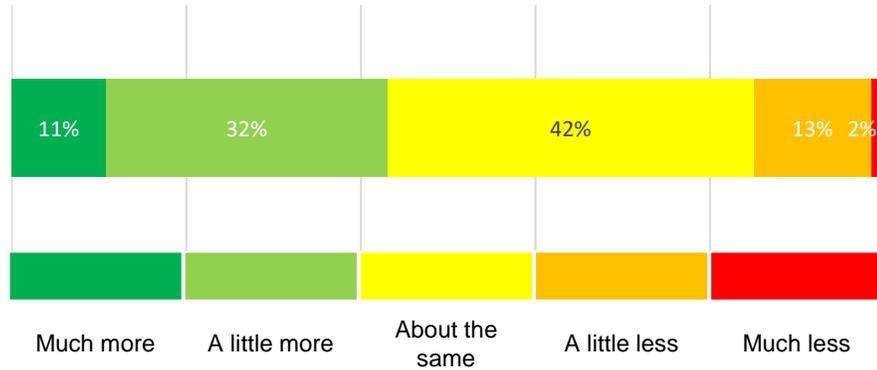
67.0

- There is a greater level of confidence for the next 12 months, with almost two thirds feeling confident they will meet their Supply Chain KPIs over the next year.

# FOTP Supply Chain/Logistics Pulse Ratings

## Breakdown of the 5 Pulse Rating measures

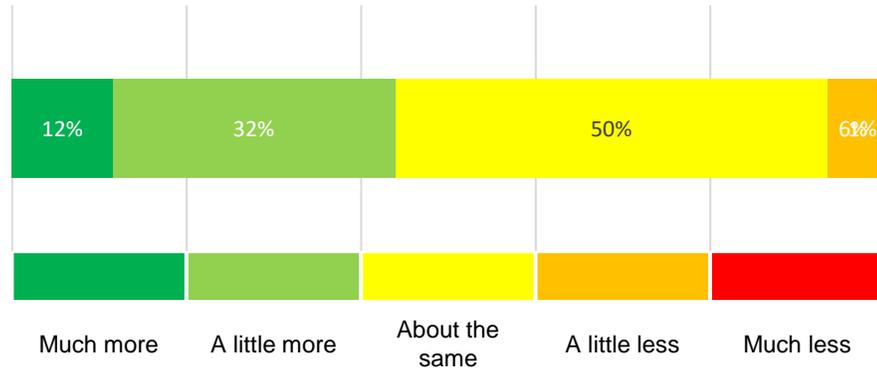
3. Thinking over the last 12 months, have your **supplier relationships become more or less collaborative?**



59.3

- Around 4 in 10 Supply Chain professionals have felt that relationships with their suppliers have become more collaborative over the last 12 months, with a similar proportion saying they have stayed about the same.

4. Thinking about the next 12 months, do you think your **supplier relationships will become more or less collaborative?**



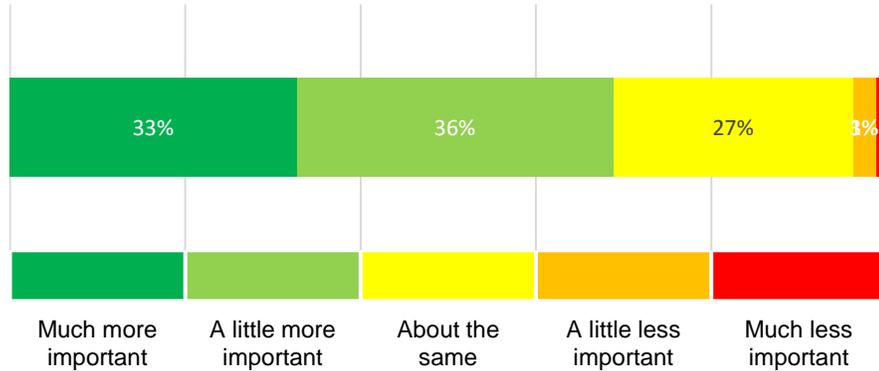
62.0

- Whilst 50% of Supply Chain professionals anticipate that levels of collaboration will remain the same, 44% expect that collaboration will increase in their supplier relationships over the next year.

# FOTP Supply Chain/Logistics Pulse Ratings

## Breakdown of the 5 Pulse Rating measures

5. Thinking about the role of the Supply Chain/Logistics team over the last 12 months, has it become more or less important to your company?



74.1

- In the strongest-performing of the Supply Chain Pulse measures, two thirds of Supply Chain professionals feel their function has become more important to their business over the last 12 months.

# Thank you

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