Zenith Aviation keeps planes flying. And cargo insurance is helping their business soar.

Case Study:
Zenith Aviation, Inc.
Fredericksburg, VA

With roots dating back more than 35 years, Zenith Aviation has become known around the world as a reliable provider of hard-to-find components and parts to the aviation community. The family-owned business has built a reputation for outstanding customer service.

Challenge
Aviation parts and components can be tricky to ship, especially when they’re sent to remote parts of the world. So, there are lots of opportunities for things to go wrong. Zenith was frustrated with time-consuming shipping claims processes that, even when successful, ultimately paid only pennies on the dollar.

Solution
The executive team at Zenith decided to reevaluate their shipping partners and, even more importantly, take a fresh look at the way they were insuring their shipments. In the process, they discovered the benefits of an all-risk cargo insurance policy from UPS Capital®, which protects their shipments up to the full invoice value of the goods.

Results
Insuring shipments is now as easy as clicking a box. And because most shipping claims are paid through a simple online process, Zenith can replace expensive, time-critical parts quickly to make their customers whole again.

Zenith Aviation had a problem — a big problem: shipping aircraft parts and components is an essential part of their business. And, sometimes things would go wrong. In the event something happened — more often than not — getting claims resolved was a nightmare.

“We don’t have a large staff,” said Angela Shawaryn, Zenith’s president. “Everybody’s got an important job to do, and our people were constantly putting their regular duties aside to handle claims. It was tedious and unproductive. We knew there had to be a better way,” she added. “We just didn’t know what it was. So, a couple years ago, we set a goal of solving those claims issues. Now we’ve found a smarter, easier way to mitigate risk in our supply chain, through UPS Capital. And they made it incredibly simple for us.”
In a business all about altitude, Zenith Aviation remains focused on attitude.

Like many companies, Zenith Aviation provides parts and components to the aviation industry. But unlike a lot of those companies, Zenith goes to great lengths to do it better. Not only by offering better service, but better parts too. More specifically, hard-to-find parts for hard-to-support, out-of-production aircraft.

“We take on the jobs other people won’t touch. Our customers that own these hard-to-support aircraft count on us to provide cost-effective solutions to help keep their planes in the air.”

To further complicate matters, Zenith ships parts and components all over the world, often to locations that are well off the beaten path.

“Ah yes, shipping mistakes can happen,” she notes. “We get that. But too often, that just wasn’t happening.”

Before UPS Capital, Zenith relied on their carrier’s declared value coverage to protect their shipments. But it simply wasn’t working.

“Too often,” Angela says, “if something went wrong with a shipment, filing a claim — and actually getting paid — was a nightmare. The process took hours which resulted in our employees having less time to assist our customers. So, we set out to solve the problem.”

They started by looking at different shipping companies. But Zenith was especially pleased when they also found a new way to insure their shipments.

“We added an all-risk cargo insurance policy through UPS Capital,” Angela explains. “All of a sudden, the whole process was working better. Claims were far easier to make, and as a rule, they were paid promptly.”

“Now, Zenith has one cargo policy that covers them for any carrier,” says Mike Sarnecky, Senior Business Development Officer with UPS Capital. “And they’re covered for the full invoice amount.”

In the end, both Angela and Mike agree, the fit between Zenith and UPS Capital is a good one. And it turns out, in a business all about altitude, Zenith Aviation remains focused on attitude.

“We’re a family-owned company, and we like to think of ourselves as super customer-focused,” Angela says. “To us, it doesn’t seem unreasonable to expect that same level of service from our partners, including the companies we count on to help us make and deliver the things we sell. We couldn’t be happier with UPS Capital.”

“I love the fact that they have the same customer-focused business model we have,” she adds. “We bend over backwards to do whatever it takes to make our customers happy. UPS Capital does the same.”

Why UPS Capital? Nobody understands transportation and logistics like UPS. And while you’ve probably never thought of a UPS company for financing and insurance services, our global supply chain expertise uniquely positions us to help protect companies from risk, and leverage cash in their supply chains. Insurance companies and banks can’t say that.

Learn more about cargo insurance at upscapital.com

Not just Cargo Insurance. Credit Insurance, too.

“Resolving our shipping claims issues gave us the confidence to pursue even bigger deals,” says Angela Shawaryn, Zenith Aviation president.

Not long ago, Zenith was thrilled to be awarded a new government contract, which involved working with companies in some very remote parts of the world.

“We were definitely excited about winning the business,” Angela recalls. “But the contract required that we carry credit insurance. And, frankly, we hadn’t had great experience with that in the past.”

“Fortunately,” she adds, “the same company that solved our claims problems made credit insurance easy, too. Since we already had a relationship with UPS Capital — and a lot of confidence in the way they did business, it was a great fit for them to step in and help us with this too.”

“UPS Capital set us up with a Trade Credit Insurance policy that was exactly what we needed,” Angela says. “The costs were about the same as our previous policy, but the service was far superior.”

Once again, problem solved.

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