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## CASE STUDY:

HENRY LOGISTICS INTEGRATES LOADDEX  
ALONGSIDE 3GTMS TO IMPROVE QUOTING  
ACCURACY AND CUSTOMER EXPERIENCE

## THE REALITY OF PRICING TODAY

Freight transportation pricing strategy has not changed much in the past 20 years. Shippers and freight brokerages will email or call multiple carriers per day to get rates, but they do not have a failsafe way of determining whether or not the rate is “good.” More art than science, the process involves some guesswork and can take years of experience to fully understand. Pricing and carrier selection are nuanced and highly dependent on seasonality, geography, weather, fuel price, and other factors. In addition, daily phone calls and emails can be time-consuming, repetitive, and expensive to scale. When responding to pricing requests, time is of the essence. It is imperative to have an efficient workflow for generating quotes as quickly as possible.

## THE CHALLENGE

HENRY Logistics set out to revamp their truckload brokerage offering when they recognized pricing and faster response times as their biggest hurdles to success. HENRY was able to utilize some data through rigid imports, but there was no built-in intelligence to adjust rates for capacity surpluses or shortages on the fly. Reps were having to download lane data and manually adjust rates in a 22,000-line Excel document to account for market fluctuations. While effective, the process was slow and repetitive; the upload process alone took an hour or longer. *With speed and accuracy of the utmost importance, HENRY Logistics needed a faster way to respond to quote requests and safeguards to ensure sales reps were not getting burned due to limited available data.*

# CASE STUDY

## THE SOLUTION

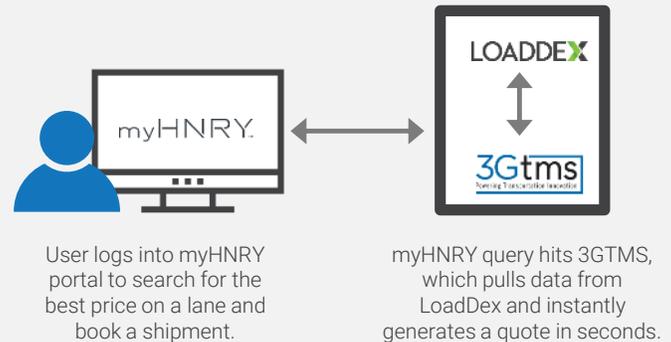
Through a seamless API integration with HNRV's transportation management system, 3GTMS, LoadDex provides users with accurate truckload rates in seconds. Taking it a step further, HNRV Logistics was able to connect the integration with their customer-facing portal, myHNRV, so HNRV's customers can initiate their own rate requests. HNRV Logistics reaped the following benefits immediately:

**Dynamic pricing algorithms.** This ensured rates were adjusted in response to capacity surpluses or shortages. The reps no longer have to manually adjust lane data in Excel whenever markets fluctuate. Now, they just log in, adjust the rating index for the specific zip code, and create a fix in about 10 seconds.

**Easy to use.** An intuitive user interface, including a map feature and easy-to-digest charts, enables reps to make better decisions when finding capacity.

**More consistent.** The integration makes it easier to manage large sales support teams by providing a more consistent rate structure to the customer.

### Seamless API connection & simple end user experience



## THE RESULTS

The LoadDex integration, alongside 3GTMS, has enabled HNRV Logistics to run approximately 5,000 searches in LoadDex per day. HNRV's response rate went from 2-3 hours down to 7 minutes. With all of the extra time, reps are better equipped to make more efficient and effective decisions for their customers. With the industry moving toward real-time pricing, companies are spending hundreds of millions of dollars building out technology with those capabilities. LoadDex allows HNRV to compete with those companies for a fraction of the cost.

**30%**

INCREASE IN  
WEB QUOTES

**\$25M**

IN APPROX.  
ADDITIONAL BUSINESS

**7 MINUTE**

RESPONSE TIME –  
DOWN FROM 2-3 HOURS

“

*We wouldn't be where we are today without the LoadDex integration with our TMS. The integration was so much more seamless than most others. There were no excuses and less back and forth – everything just worked.*”

Jim Post, Director – Truckload Brokerage  
HNRV Logistics – Brokerage

# ABOUT



HENRY Logistics, a subsidiary of YRC Worldwide, is a coast-to-coast logistics brokerage with one mission: make direct-to-carrier shipping simpler. HENRY Logistics is comprised of five company service divisions: Truckload Direct; Express Direct; Residential Direct; Engineered Solutions; and Contract and Reverse Logistics. HENRY Logistics combines cutting-edge technology and multi-mode solutions for its nearly 60,000 asset fleet, with its hybrid logistics model providing shippers with a “convenient one-stop-shop” to meet capacity-related needs. For more information, visit [henrylogistics.com](http://henrylogistics.com).



3Gtms is the fastest growing Tier 1 transportation management system (TMS) provider and is committed to giving mid-to-large shippers and logistics service providers a competitive advantage through technology. Whether you move \$5 million or \$5 billion in freight, the 3G-TM solution seamlessly manages the full transportation lifecycle, including transportation planning and optimization, execution and settlement, empowering customers to make better shipping decisions while meeting their service goals. 3Gtms’ reputation for being a trusted partner is reflected in customer satisfaction and retention rates that are unmatched in the TMS industry. For more information, visit: [www.3gtms.com](http://www.3gtms.com).



Logistical Labs creates innovative technology that takes the complexity out of shipping and opens up new possibilities across the supply chain. Logistical Labs’ pricing platform, LoadDex, drastically simplifies pricing and carrier selection across all modes. With a single search, users can compare thousands of rates from all types of transportation providers at once. Using LoadDex, users can make better-informed pricing and quoting decisions through data-driven insights and social collaboration. Open API access allows users to easily integrate LoadDex into their existing business applications for improved process efficiency. For more information, visit [www.logisticallabs.com](http://www.logisticallabs.com).