SUNSET TRANSPORTATION

LOADDEX CASE STUDY:
HOW SUNSET TRANSPORTATION DOUBLED THEIR WIN PERCENTAGE WHILE INCREASING THEIR MARGINS

THE CHALLENGE

Sunset Transportation was looking for a solution to enhance their quoting performance and efficiency. The third-party logistics company used a variety of rating techniques that included outdated and broad information coming from several different sources. The quoting process was time-consuming and pricing decisions involved a fair amount of guesswork. *With speed and accuracy of the utmost importance, Sunset Transportation needed a better way to quote and win more loads.*

THE SOLUTION

Sunset Transportation turned to LoadDex to solve their pricing challenges. LoadDex provides users with accurate truckload rates in seconds by aggregating all market sources, historical rates, contract rates, and social data into a single platform. The platform also allows users to create their own pricing algorithm to further eliminate guesswork. LoadDex's easy-to-use, intuitive interface empowers users to ramp up and succeed quickly with little training.

Sunset Transportation took a two-pronged approach when deploying LoadDex. The first was leveraging the platform to manage user-level quoting, which enabled managers to analyze quote performance by person and by region. From there, they could standardize quoting metrics and enforce better margin strategies internally.

Displayed in Weekly Management Reports:

> Quoted # > Margin $ > Revenue Avg $
> Won # > Win % > Margin Avg $
> Revenue $

The second was using LoadDex to improve customer relations. They could monitor customer spot quote performance, convert consistent spot-quote lanes to contracted business, and establish trend lines that showed which lanes were worthwhile to continue quoting.

THE RESULTS

Through LoadDex, Sunset Transportation identified their weak spots and tweaked margin percentages based on where they had the biggest success rate—ultimately leading to a doubled win percentage in one year. By using LoadDex's pricing intelligence and the ability to adjust rates through adaptable truckload rulesets, Sunset Transportation's reps felt more confident when quoting.

Doubled **win percentage** in one year from 20-25% to 40-50%	Improved **spot quote** performance	Improved **margin per load**	Improved ability to determine **good vs. bad** customer opportunities

LoadDex ultimately allows Sunset Transportation to take a strategic focus when making pricing decisions, leading to better customer opportunities and year-over-year growth.

Ready to see LoadDex in action?

Email info@logisticallabs.com to schedule a demo.

As a Third-Party Logistics (3PL) company, Sunset Transportation is focused on helping businesses improve their logistics programs with the best technology and customer service in the industry. Sunset Transportation has been recognized as a *St. Louis Post-Dispatch* Top Workplace, a *FreightWaves* FreightTech 100 recipient, a *Transport Topics* Top Freight Brokerage, and an *Inbound Logistics* Top10 3PL. For more information, visit https://www.sunsettrans.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.