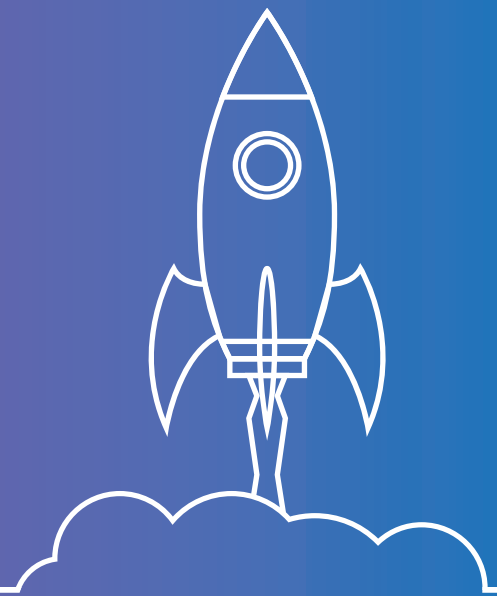


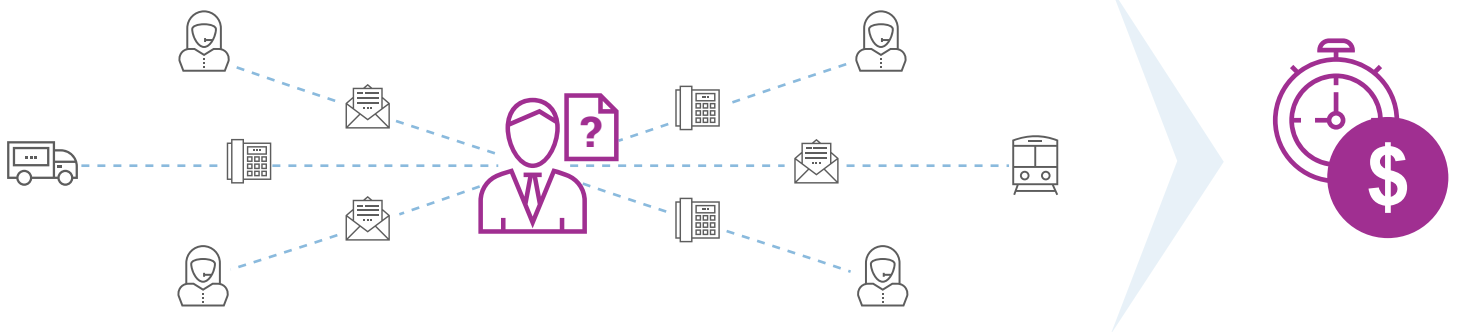
CASE STUDY:

HOW CUSTOMER PORTALS HELPED TWO LOGISTICS COMPANIES STRENGTHEN RELATIONSHIPS AND GENERATE MORE REVENUE



THE REALITY OF PRICING TODAY

For shippers and carriers alike, freight transportation pricing strategy has not changed much in the past 20 years. Shippers 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.



CUSTOMER PORTALS OVERVIEW

With LoadDex Customer Portals, shippers have more control over their transportation spend. By accessing their carrier's data, they can log in, search across modes, and either confirm truckload rates or automatically book intermodal shipments via real-time rates. Streamlined communication and improved transparency between carriers, brokers, and shippers makes for a more efficient and collaborative supply chain.

Read on to find out how Customer Portals helped two logistics companies strengthen relationships and win more freight.



CASE 1: LOGISTICS PLANNING SERVICES

Logistics Planning Services (LPS) Profile:

A boutique transportation management and logistics software company, moving over 2,000 loads per day.

The Shipper Profile:

An international co-operative that produces \$13B worth of dairy and agricultural products annually.

THE CHALLENGE

Like many shippers, LPS's customer began reaching out to get quotes for their truckload shipments via email and phone. As the relationship between the two companies grew and volume began to increase, LPS noticed two things about the Shipper: they were spending too much time reaching out to their transportation providers, and they lacked the data sources to fully understand the truckload quotes they were receiving. They had access to some market data, but it was often out of date—sometimes six months old. There was no way for them to do their due diligence when it came to rating, and that knowledge gap was costing them.

THE SOLUTION

Recognizing the Shipper's inefficiencies, LPS introduced LoadDex Customer Portals, a solution that would streamline communication and give the Shipper more pricing visibility. The Customer Portal offered the following benefits:

All pricing data in one place. The Shipper could now log into the portal to see their historical rates alongside the most up-to-date market data from Chainalytics.

Better communication. The Shipper no longer had to call or email for a rate. Instead, they could run rate searches on their own and get pricing options in seconds, making for a much more efficient process.

More transparency. Because all of the data was right in front of them, pricing was no longer a mystery. LoadDex gave the Shipper more checks and balances for determining the best options.

LPS offered the Customer Portal to the Shipper for free, as long as they could guarantee a certain amount of freight per month. This arrangement created a win-win scenario between shipper and carrier.

THE RESULTS

By simply providing the Shipper with Customer Portal access, LPS is now seeing 10x increased revenue month over month.

Before Customer Portals	After 6 Months
10	100
LOADS PER MONTH	LOADS PER MONTH

In addition, the Customer Portal has enabled a stronger relationship between the two companies due to **increased transparency, trust, and simplicity of doing business with one another**. LPS will continue to introduce more features to the Shipper—like the LoadDex “poll the group” feature—to capitalize on their momentum even further.

“The customer portal is easy to use and has helped us scale our operations since it now takes less time and fewer resources to manage pricing requests. The support we’ve received from the Logistical Labs team throughout the implementation phase has been fantastic.”

Andrew Koval, Manager of Truckload Services at LPS

CASE 2: PAPER TRANSPORT INC.

Paper Transport Inc. (PTI) Profile:

A logistics provider that specializes in freight management, intermodal, OTR Truckload, and dedicated fleet services.

The Shipper Profile:

Fortune 500 integrated communications company that provides marketing and business communications, commercial printing, and related services.

THE CHALLENGE

For carriers and brokers, time is of the essence when responding to spot pricing requests. “You snooze, you lose” holds true; the first carrier to respond often wins the load. Each day, PTI would get quote requests via email from the Shipper. PTI would take the request, run pricing analyses internally, and email a response. The entire process was tedious and time consuming. In addition, last-minute requests would often come-in, and PTI’s pricing team would have to drop everything to get a response delivered as soon as possible, resulting in lost productivity. To scale the business, PTI needed a better way to manage pricing requests, and the Shipper needed to reduce their time spent writing and responding to emails.

THE SOLUTION

Customer Portals allowed PTI to provide the Shipper with immediate access to lane pricing—something that set them apart from their competitors. Customer Portals offered the following benefits:

Real-time visibility. Because the Shipper could log into the portal to see the real-time truckload and intermodal rates, they could get more visibility into cost per shipment across modes.

Intuitive user interface. The portal is modern, intuitive, and easy to navigate, which allowed both teams to find rates faster and keep all correspondence in a centralized location.

Faster response time. The self-service nature of the portal gave the Shipper instant access; they no longer had to wait on an email or phone response from PTI.

Unique intermodal options. Through the portal, PTI could offer customized options for special movements, which the Shipper’s other carriers could not accommodate.

THE RESULTS

The Customer Portal provided a real competitive advantage to PTI, as they were the first and only broker to provide a self-service portal to the Shipper. As a direct result, PTI saw a considerable increase in freight. The Shipper would often tender freight to PTI immediately following their use of the tool, and they designated PTI as one of their top intermodal providers.

Without Customer Portals

IT COULD TAKE THE SHIPPER **HOURS** TO GET A RATE.

With Customer Portals

IT NOW TAKES THE SHIPPER **SECONDS** TO GET A RATE.

“The forward thinking approach to transportation is evident in the frequent new product releases and throughout each of the discussions that we have engaged in with Logistical Labs. The Logistical Labs team is quick to respond to our inquiries. We really value the partnership.”

Joe J. Shefchik, VP of Business Development at PTI