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Tales of Tabi Connect

Ryan Transportation Part - 2



2023

Fruition of Change

Ryan Transportation, a leading freight brokerage headquartered in Overland Park, KS with a 2022 revenue of over \$1 Billion, was exploring strategies to improve their automated quoting and capture the required analytics to enhance their quoting process. Previously, they had made a large investment with a competing automation provider that left significant gaps in functionality, stability, and ease of use. This is the second installment of a 3-part case study.

Collecting Data Points for Analysis:



As Ryan Transportation expands its automation capabilities to a larger number of shippers, they are focused on collecting specific data points to gain valuable insights. The key data points include the number of total loads available to bid on, win percentages, margins, and costs across all their shippers' spot business.

This data provides a comprehensive view of the available market opportunities, both at the customer level and across all their individual shipping locations. Additionally, Ryan Transportation analyzes lane-specific data to determine their bidding strategy. By identifying the freight they consistently pursue, occasionally pursue, and never pursue, they can make informed decisions about capacity allocation and areas for business growth.

Tabi

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Experience with the **Tabi Connect** Team:

“Ryan Transportation has had an excellent experience with the Tabi Connect team during the initial months of implementation. The Tabi team, comprising sales, operations, development, and implementation, has prioritized our needs and consistently provided outstanding service, support, and training. Ryan Transportation feels that we have a mutually beneficial partnership with the Tabi team, as they genuinely care about our success and works closely with us to achieve our goals.” - Connor Jumps

Response from **Shippers:**

The implementation of Tabi Connect has been well-received by Ryan Transportation's shipper base. Shippers are increasingly recognizing the value of rate automation tools to effectively manage their freight needs and demand. Tabi Connect has enhanced day-to-day operations by improving efficiency and effectiveness, while also providing valuable data insights into shipping trends. These insights help identify areas of opportunity and improvement, fostering stronger relationships between Ryan Transportation and their shipper community.

“We can provide data and insight into our customers supply chain that they haven't received before from other logistics service providers. Historically, shippers have been blind to the data points that make up their rates. In the past, all they received was a number to move a load without a clear breakdown of all the factors that informed that final number. With Tabi, we now collect a variety of data points that can analyze to proactively make suggestions or make adjustments too ur capacity and support to ensure the highest level of service possible.” - Connor Jumps

Data Points:

Tabi Connectboosted RyanTransportation's response rateand winrate:

Excitement for the Future of Automated Rate Quoting:

Ryan Transportation is enthusiastic about the future of automated rate quoting. By automating previously manual processes, representatives can redirect their focus to key value-driving activities such as customer service, relationship management, and new business generation. The flexibility provided by rate automation allows the spread of rating knowledge across a larger group of team members, ensuring consistency in approaching business opportunities. As Ryan Transportation continues to leverage this technology, the data collected becomes increasingly impactful. It offers valuable insights into market trends and activity, enabling better decision-making and allowing proactive response to customer needs.

33% Higher Response Rate

22% Higher Min Rate

Conclusion:

Ryan Transportation's adoption of Tabi Connect for rate quoting automation has proven to be a game-changer for their business. Through the collection and analysis of key data points, they have gained a deeper understanding of the market and their customer's needs, enhanced their bidding strategy, and identified areas for business growth. The support and service provided by the Tabi Connect team have been exceptional, creating a mutually beneficial partnership. Shippers have responded positively to the implementation, recognizing the value and efficiency that automation brings. Ryan Transportation looks forward to the future where Tabi Connect continues to drive operational excellence and customer satisfaction.

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