

5 Strategies to Strengthen Carrier Relations

One of the best ways to ensure success as a shipper is to focus on areas of carrier relations that will help secure higher-performing capacity.

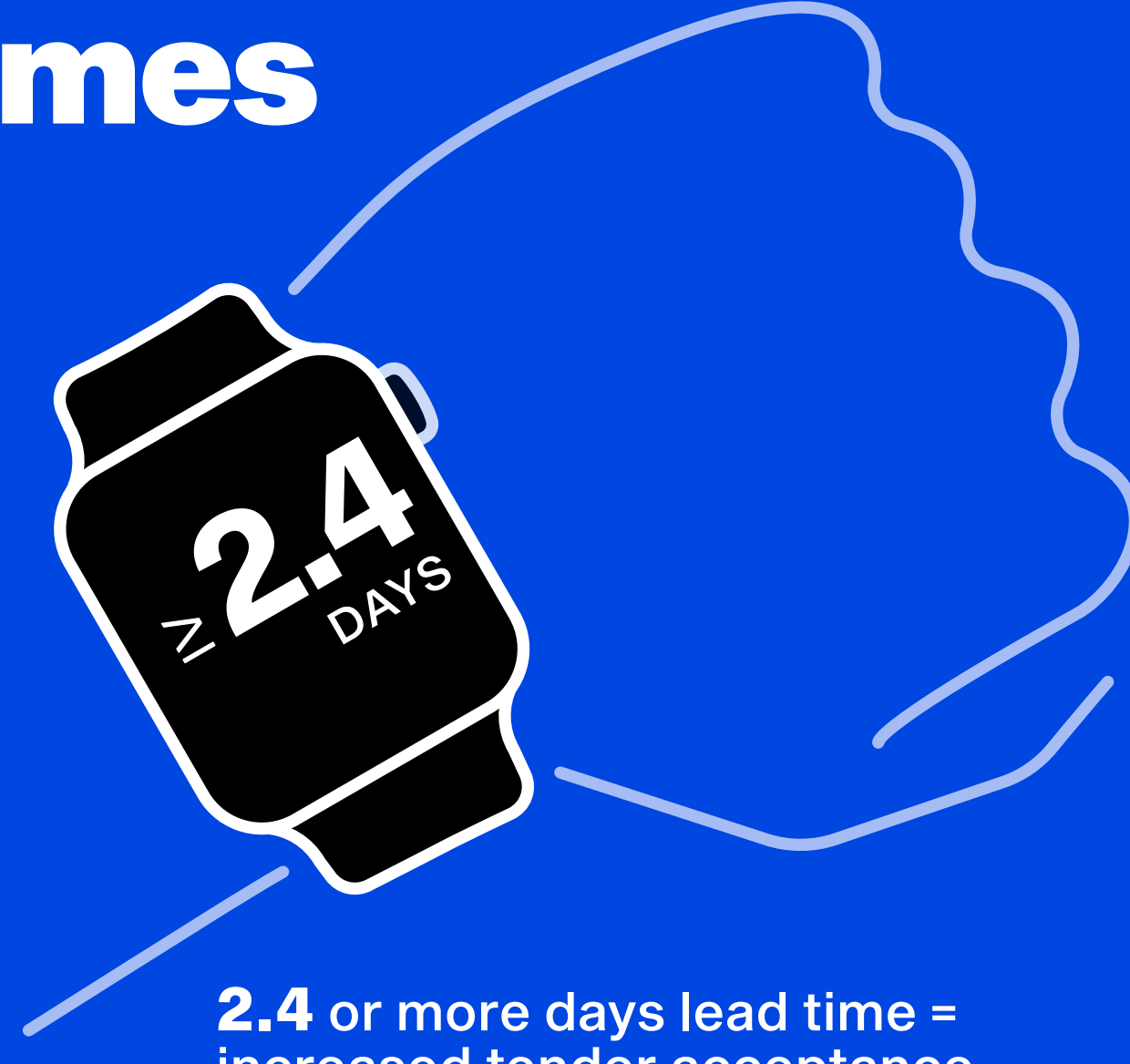
1. Reduce dwell time

For carriers, waiting to load or unload risks both profitability and driver. To help keep the carrier's wheels turning, best-in-class shippers adhere to appointment times, ensure accessibility, and reward on-time drivers with faster turns. Carriers will provide higher quality of service to shippers who are considerate of their drivers.



2. Tender with longer lead times

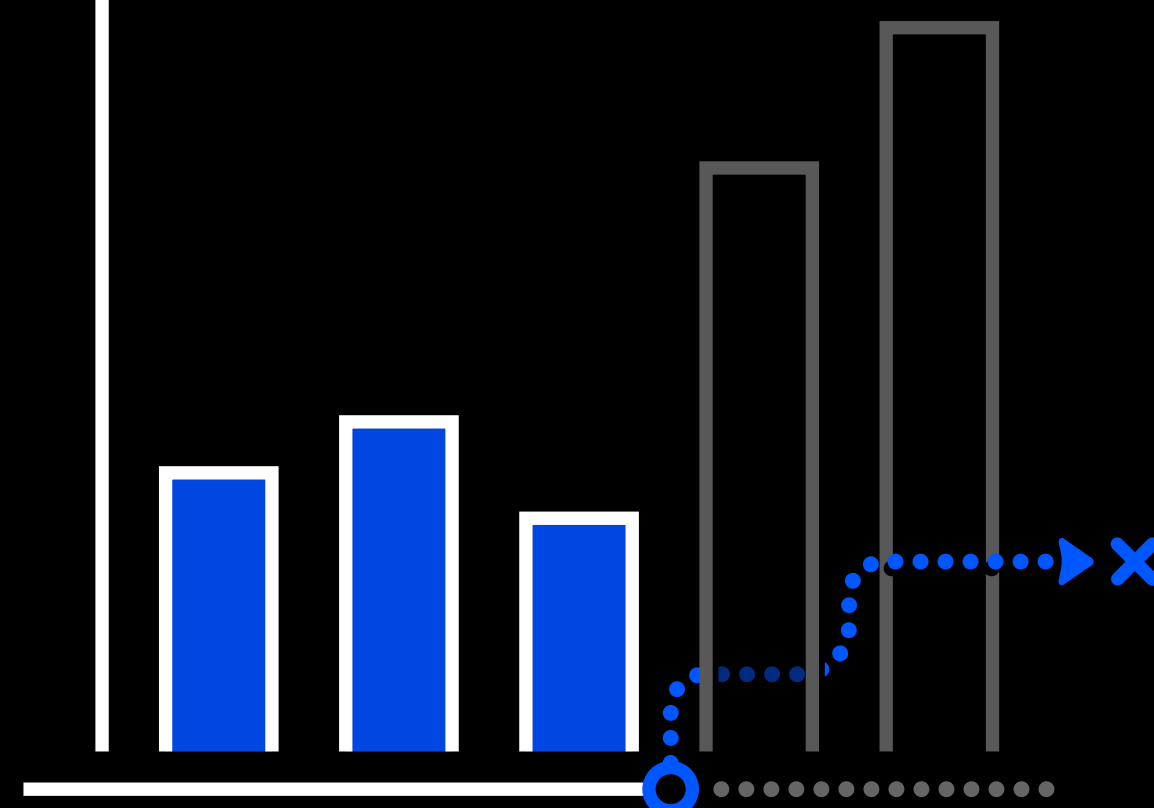
Time is a finite resource. While you can't make more of it, you can help carriers make the most of it. Increasing lead times between load tender and pick-up allows carriers to better optimize their networks and run more efficiently. An MIT study shows that providing more than two days of lead time increases load acceptance.



2.4 or more days lead time = increased tender acceptance

3. Plan for surge volumes

Identify any expected shifts in volume during the RFP process and proactively communicate changes to your volume forecasts, such as spikes from a sales campaign or a new product release. This will give carrier partners much-needed time to modify their networks to accommodate surges and help you avoid the spot market.



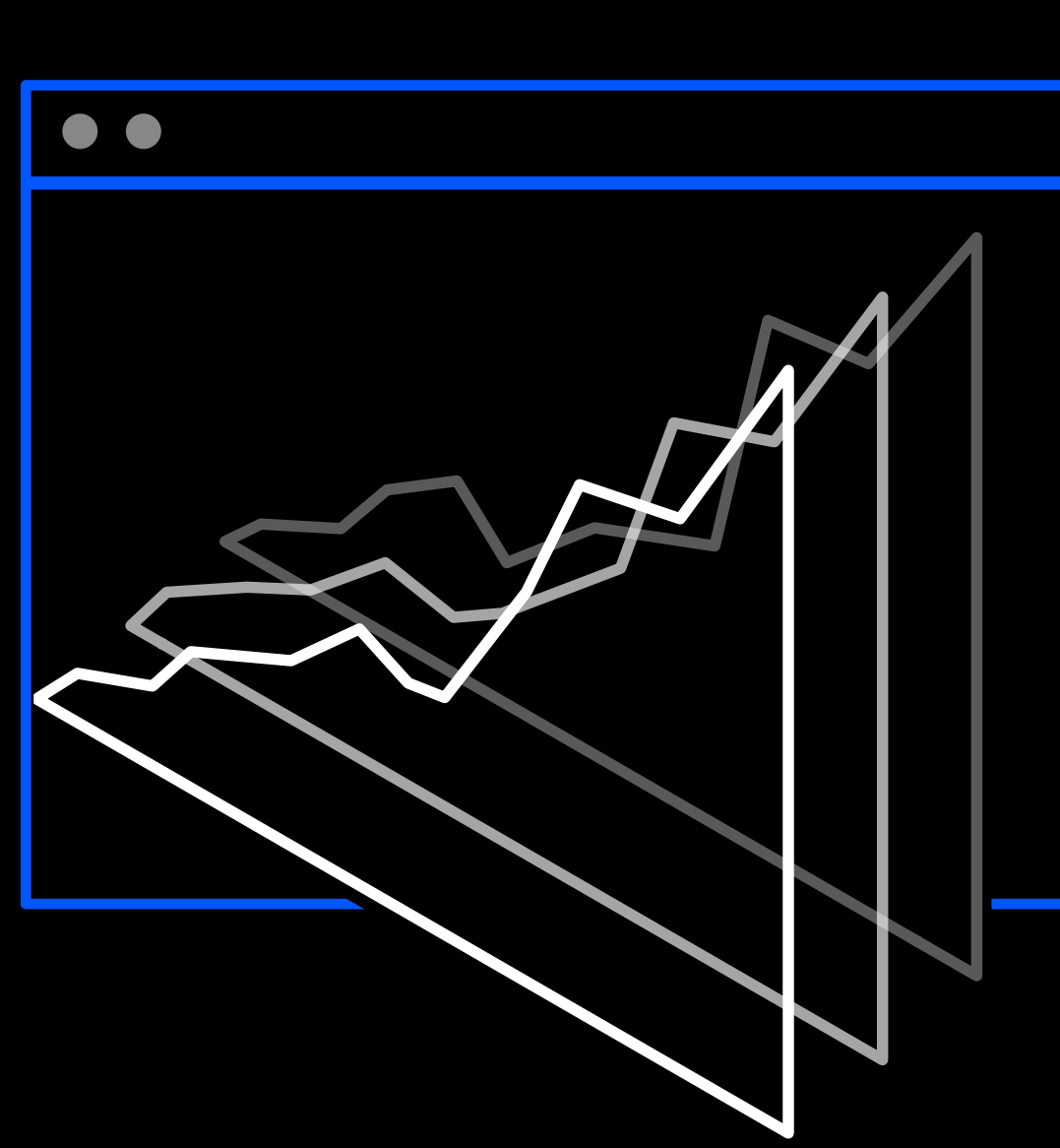
4. Honor incumbents

Carriers need to maintain balance and consistency in trucking lanes to match their assets to freight flow. Instead of putting lanes out to bid in a shortsighted effort to reduce costs, shippers often find more success in their broader network optimization by negotiating or rolling over rates with incumbents, establishing predictability for each side.



5. Stick with transparency

Objective third-party data offer a shared source of truth that smooths rate negotiations. Freight intelligence tools also help shippers determine how their rates align with the market. Other metrics like historical tender rejections also help determine which carriers are getting above-market rates but not meeting service expectations.



Attract and Retain Capacity

Healthy carrier relationships result in long-lasting, mutually beneficial outcomes. Shippers can strengthen those relationships with analytics to negotiate rates that outperform the market while maximizing service levels.

DAT iQ provides the most powerful transportation analytics in the industry, powered by over \$150B in paid freight invoices contributed annually.