



How to Effectively Manage Local Carrier Shipping Using a Digital Solution

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EFFECTIVELY MANAGE LOCAL CARRIER SHIPPING WITH A DIGITAL SOLUTION

With ecommerce on the rise and the demand for quicker delivery heightened, the pressure for Shippers to deliver timely Local Carrier shipping solutions have reached a new high. According to FreightWaves, the first/final mile market is expected to grow about 12% annually in the next several years, well into 2025, accelerating the need even further for first/final mile, express, and expedited delivery for Local Carrier B2B shipping.

Access to local carriers covering First Mile, Final Mile, Expedited, and Courier is a clear and immediate need for Shippers in today's shipping environment, especially in the B2B market. More than 50% of local shipments for first/final mile and express delivery are B2B, and some experts believe it's as much as 80% of the total \$200+ billion global market.

In this white paper, we will explore solutions for Local Carrier issues, explain how to identify the right technology partner for Local Carrier shipping, and how the multi-mode rating can help determine the best solution for your Local Carrier shipping operations.



SOLUTIONS FOR LOCAL CARRIER ISSUES

Shippers often struggle with the complexities in Local Carrier shipping. In fact, 61% believe that the over-the-road (OTR) mode is the most inefficient and expensive part of their supply chain, according to a recent report. With the increased demand for Local Carrier shipping in both B2C and B2B markets, Shippers and 3PLs need to streamline their operations to satisfy customer requirements.

ISSUES:

Heightened Costs —

The recent fuel increases and the need for more efficiency and accuracy have prompted Shippers to seek a cost-effective way to manage timely delivery to maintain customer satisfaction and retention without breaking the bank.

Shipping Efficiency for All Modes —

For OTR shipping in general, efficiency is key to remaining successful and for satisfying the demands of customers. However, Shippers need to optimize all modes of their shipping operations to be successful in their Local Carrier shipping processes to help them save both valuable time and money.

SOLUTIONS:

Automation and Integration —

To manage the cost of Local Carrier shipping, many Shippers utilize an automated digital solution that streamlines processes for OTR shipping into a single system. This eliminates the long hours spent sourcing carriers and researching the best rates and gives them the opportunity to choose the best rates and carriers or even the best OTR mode for getting their shipments to customers on time.

Multi-Mode Capabilities —

Multi-mode solutions increase Shippers' efficiency by allowing them to rate, schedule and track shipments from a single screen. They no longer have to toggle in between systems to manage their freight and have an opportunity to find, not only the best rate or carrier, but also the best mode to use for each of their shipment.

Delivery Delays —

Cancelled or delayed deliveries can not only effect customers but can also tarnish the reputation of the Shipper. This can cut into profits and slow business growth as customers seek other, more timely and reliable options for Local Carrier delivery.

Real-Time Tracking —

Real-time tracking of shipments allows Shippers to respond to delivery issues and challenges, while access to robust reporting capabilities help them analyze Local Carrier performance and cost to determine the best shipping strategy. Visibility and responding to 'disruptions' in the scheduling process helps ensure timely deliveries and can increase customer satisfaction.

Outdated Technology —

Outdated technology limits the ability to respond to the heightened demand for Local Carrier delivery. Manual or outdated methods can delay shipping or result in costly errors. You need an innovative solution that is constantly evolving to enhance efficiency in that space; one that's integrated with partners across all markets to ensure carrier capacity and timely delivery.

Innovative Digital Platform —

Implementing a technology solution that is constantly evolving provides the real-time data necessary to address the growing and changing needs of the supply chain. For tasks such as requesting rates or tracking shipments, automated technology can create operational efficiencies and eliminate manual methods that may lead to human error.

Sourcing Local Carriers —

The time it takes for Shippers to source and call carriers for first/final mile or expedited shipping already puts them behind their customers' demands for efficient shipping.

Carrier Connections —

A technology provider that is partnered with vetted carriers who offer nationwide coverage, the accessorials needed to complete delivery, and real-time tracking are critical to remaining successful in Local Carrier shipping as it continues to grow.

IDENTIFYING THE RIGHT TECHNOLOGY PARTNER FOR LOCAL CARRIER SHIPPING

Managing rising fuel costs and demands for increased shipping efficiencies while choosing right carriers or modes to meet customer needs can be challenging. The right technology partner can help manage all of these variables through exceptional service, a large coverage area, accurate and efficient shipping times at an affordable price, and the necessary and valuable accessorials your clients need.



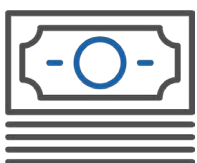
Exceptional Service and Support: One of the most critical elements to ensure a great customer experience in Local Carrier shipping is the ability to provide personalized, ongoing service and support. Shippers need a partner who caters to their unique needs and can be easily reached if issues arise.



Expansive Coverage Area: Partner with a technology provider who can meet Local Carrier shipping needs for all geographic locations. A digital solution with expansive Local Carrier capabilities can help you respond quickly to shipping and scheduling issues and satisfy increased B2B customer demands in last, final, first or any mile in U.S. and Canada.



Efficiency and Accuracy: An effective Local Carrier partner has the tools needed to ensure accuracy and efficiency in that shipping mode. A digital partner can help automate manual processes to reduce mistakes and provide the accessorials needed to complete delivery in a timely manner for customers.



Cost Savings Services: Ensure the technology partner provides a cost-effective solution that helps save time and money while successfully adding efficiencies to all OTR shipping operations. A single, innovative digital solution with the ability to automate should pay for itself in a short amount of time. Those partnered with multiple carrier solutions can offer the accessorials needed to complete the delivery, which are often included the quoted freight cost.

SINGLE SCREEN MULTI-MODE RATING TO DETERMINE THE BEST SHIPPING SOLUTION



Shippers utilize the different OTR shipping modes to cost-effectively meet customer's needs. Each shipping mode — Less-than-Truckload (LTL), Truckload, Local Carrier, and Parcel – brings with it different processes and complexities, often requiring the use of disparate systems or solutions to schedule a shipment.

A single technology solution for all OTR shipping modes makes a significant impact on ensuring the successful execution of not just Local Carrier services, but also LTL, Truckload and Parcel shipping. A multi-mode technology solution can help Shippers drive down freight spend by shedding light on rate, carrier, and mode options all in one digital freight management solution. Doing so reduces shipping costs and eliminates the need to outsource to multiple technology providers and a technology provider who can provide all OTR modes on a single screen provides additional efficiencies and opportunities for cost savings.

Shifting to a singular multi-mode solution helps drive and leverage volume discounts and identify shipping options across multiple modes making carriers more likely to offer more competitive rates and offer priority scheduling.

BANYAN TECHNOLOGY'S DIGITAL SOLUTION

Banyan Technology's LIVE Connect™ platform provides real-time visibility and enhanced freight-rating accuracy that has become more desirable in the Local Carrier mode. Banyan's connections to a large number of those carriers can help fulfill those needs, offering our clients access to more than 10,000 Local Carrier assets and drivers.

Rate, schedule, and track local carrier deliveries to anywhere in the U.S. and Canada from a single API connection.

- **B2B and B2C:** Save time sourcing, calling and onboarding local carriers/providers
- **Reduce Damage:** Trusted shipping professionals in nearly every ZIP Code
- **Keep Your Teams On Task:** Get the products/parts you need when and where you need them
- **Service and Support:** Provide valuable visibility and tracking information for customers
- **Focus:** Prioritize other urgent items into time saved with a single digital solution

Through a single integration into LIVE Connect, gain real-time visibility and tracking into all shipments, including Local Carrier. Access many service options like same-day or two-day delivery, batch delivery, liftgate, hot shot shipping, warehouse pickup and more!

- White glove delivery services
- Parcel and package
- Hazmat and medical specialties
- Unattended/outside deliveries
- Threshold
- Room of choice
- Assembly
- Two-person delivery
- Consignee scheduling
- Returns management
- Automated routing
- And much more

Banyan remains committed to providing flexible solutions for LTL, Truckload, Local Carrier, and Parcel shipping to drive greater operational efficiencies and cost savings for shippers, 3PLs, and supply chain partners.

Banyan's LIVE Connect platform is a complete solution for all OTR shipping. Shippers can rate, schedule and track their shipments for all modes from one screen, providing increased efficiency and automation that results in significant savings on their freight spend.

To find out how you can take advantage of these features and the time and cost savings that LIVE Connect can offer you for all OTR modes, contact our team at (844) 309-3911 or info@banyantechnology.com.



Connect with Us!



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