



**You CAN Have It Your Way:
Why Personalized Service and Support in
an Automated World Makes a Difference**



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SHIPPING TECHNOLOGY THAT ALLOWS YOU TO 'HAVE IT YOUR WAY'

As economists predict further disruptions in the economy and the supply chain, expectations for fast, flexible, and reliable shipments continue to grow. Over the last few years, more proactive Shippers have turned to technology to provide the tools needed for better visibility and management of their over-the-road (OTR) shipments.

Throughout those years, Shippers have benefitted from the automated functionality technology solutions provide offering them the increased operational efficiencies they need to streamline their shipping operations. But some might ask, in our earnest to choose a technology provider, did we weigh ALL the factors? Certainly, innovation and technical aptitude are the cornerstones to any successful technology solution, but what about the service and support often required for users to successfully implement and navigate that solution?

Capabilities such as automation, business intelligence, invoice auditing, and real-time connectivity are vital for Shippers that want to continue to grow and remain agile in all shipping scenarios, however, most still crave, and require, personalized service and support from their technology provider.

Customer service should never be automated as Shippers seek help troubleshooting issues, learning about updated tools, and developing unique solutions that cater to their business needs. Shippers want to build a relationship with their technology provider to ensure agility and flexibility as the supply chain continues to evolve and change. Many think they can't have both, but as the famous Burger King slogan goes, you CAN "have it your way". There are solutions in the market that offer both innovative technology and individualized service and support.



BALANCING AUTOMATION AND THE HUMAN ELEMENT

Technology and automation have made significant advancements in the shipping and logistics industry. However, Shippers understand that a personal touch remains a critical element in keeping a supply chain functioning properly. The two must work together in a hybrid approach.

The human element is needed in carrier communications and building sustainable customer relationships while technology provides enhanced visibility and automation, which can equal significant cost savings. Implementing an innovative technology solution can free up your human resources to tackle the tasks technology cannot manage -- reviewing data, interpreting data, setting up future goals and strategies, and building relationships with carriers and customers -- giving those resources the time they need to respond to unforeseen challenges and respond accordingly.

Communication and relationship-building are critical components of a supply chain that cannot be 100% managed with technology. Quality customer service depends on sincere interactions with your clients. Just as important, building a solid connection with your carriers can result in trust and help mitigate the potential of price hikes or delays in your shipments.

A hybrid approach to your shipping operations is necessary in finding a balance between tasks handled through a technology solution and those customer and carrier relationships managed by a person. With today's supply chain environment of tightened capacity exacerbated by frequent environmental and economic challenges, those relationships will prove to be more valuable than ever.

PERSONAL SERVICE MAKES A DIFFERENCE IN DIGITAL FREIGHT MANAGEMENT



DEDICATED ACCOUNT MANAGERS



Communication and relationship-building are critical components of the supply chain that cannot be 100% managed with technology. Great customer service relies on sincere interactions that include emotional connections and a commitment to ongoing business evaluations to address your growing and changing business needs. An effective technology provider will assign a dedicated team member who responds within hours rather than days, knows their clients' businesses, understands their needs and can explain how the system can address them could make the difference in a profitable bottom line.

CLIENT SUCCESS REPRESENTATIVES

The ability to reach someone by phone has almost become obsolete. Find a technology partner who has multiple channels to connecting with them, including representatives who are consistently available to answer your calls and emails for personalized support when you need it, not when they become available.



REGULAR COMMUNICATION



Too many emails can be a nuisance, however silence from a technology partner can be unnerving. A partner dedicated to customer service will frequently update clients on company news, product enhancements and inform them of important industry information. This can be distributed in many ways, including emails, monthly webinars, events, newsletters or other ways to share best practices for responding to industry changes and fluctuations. Communication is key to understanding one another and identifying the solutions that maximize the clients' business opportunities.

CLIENT-CENTRIC APPROACH

An effective digital freight management platform will develop a strategy for ensuring they are meeting their clients' needs. A client-centric approach to product development and the identification of new product features and functionality is imperative to helping Shippers and 3PLs effectively manage day-to-day operations in addition to unforeseen shipping disruptions. A good digital partner will ask for feedback from clients regularly and use that information to make enhancements to the system.



GUARANTEED SERVICE



A client-focused company isn't afraid to stand by the claims they make regarding their customer service and support. Some offer guarantees that if part of their agreement isn't met or the client hasn't experienced significant savings, that they can end the agreement. This is a true sign that the partner has faith in what they are doing and enough success to prove it.

CONSISTENT INNOVATION AND COLLABORATION LEADS TO SUCCESS

Now that we've addressed the need for your technology solution to have a solid customer service presence, the next item to consider is whether or not they listen to their customers wants, needs and wishes to continuously innovate and improve their technology solution.

A valuable technology provider adopts a client-centric approach, collaborates with clients, responds to feedback, and leads with a client-first approach to product development, service, and support. Collaboration with clients is a critical component to a successful client-focused approach to customer service. Leveraging client feedback helps the technology provider enhance their platform and improve its functionality allowing for scalability and flexibility to respond to the clients' changing needs and unique business goals and growth strategies.

Having a proven process for client success, and dedicated account managers, as well as a local, 24/7 customer support team with measured expectations for communication fully engrained in the culture of the business is what sets one technology solution apart from another. Think about your current provider's response time, resolution percentage and client feedback process. If you don't know what they are, then they probably don't either.



EXPERIENCE THE FULL BENEFITS OF A DIGITAL SOLUTION



Shippers adopt technology solutions to simplify their operations, but often when integrating or implementing daily use of the system is challenging, they don't take full advantage of the benefits of the technology. Technology providers that consistently push out product and systems information rather can help clients benefit fully from the digital solution and ensure maximum exposure to the full functionality of the system.

Providing access to important shipping data and tools to analyze the information is a valuable resource that allows Shippers to use quantifiable data to make better business decisions and predict disruptions within the supply chain. Access to proactive information also helps to resolve issues before they become problems and at a minimum, helps direct Shippers to the solution if an issue should arise.

BETTER WITH BANYAN TECHNOLOGY

Banyan Technology is dedicated to providing personalized service and support and maintaining an open line of communication to consistently share news and information. We believe that relationships are important and follow a proven, client-centric approach to customer service and relationship management.

Banyan's internal team of Account Managers is dedicated to establishing and supporting client relationships. Our Account Managers understand their clients' business needs and can identify how various products within the system can positively impact their business and streamline their operations creating a more powerful solution to their day-to-day business needs.

THE BANYAN GUARANTEE

During the first year of our partnership, our clients will enjoy savings in excess of our monthly recurring charges if they fully utilize our platform as intended. If they do not, then they can opt out of our agreement after the first year.

Banyan's proven success as the leading OTR technology platform with 3x more carrier connections than any other provider and real-time access to shipment execution comes with a commitment to excellent customer service and unparalleled support. We are consistently innovating and collaborating with our more than 3,500 clients to get the feedback we need to continue to respond to their changing needs.

Banyan has engaged clients through its Client Advisory Council (CAC), which served as the catalyst for the recent inaugural LIVE Connect Users Conference. The event brought together Banyan clients and partners to share insight into best practices for the newest products and features of the platform. We also continue to collaborate with clients and encourage feedback to enhance the platform to cater to our clients' needs as evident by Banyan's current product development roadmap which is regularly shared with clients.

We stand by our commitment to the highest level of customer service and support. To back up the benefits of utilizing LIVE Connect, we offer all clients the following guarantee:

"During the first year of our partnership, our clients will enjoy savings in excess of our monthly recurring charges if they fully utilize our platform as intended. If they do not, then they can opt out of our agreement after the first year."

Contact Banyan Technology today to learn how you can take advantage of carrier connectivity and guaranteed savings from the leading modern technology solution for managing freight.



Connect with Us!



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