

UNPACK YOUR CUSTOMER'S NEEDS

Ask these 10 questions in order to better understand your customer's shipping process and tie them back to the platform benefits.



1. How are you currently getting your rates?
(ex: Multi-carrier websites, another TMS platform, or even a state-by-state routing guide)
2. How much time do you spend currently on running all your rates and booking all your shipments in a given day?
3. How do you keep record of who you booked with and what their cost is on a per shipment basis?
4. What is your dispatch process?
5. Do you currently track and trace? How do you track and trace? How much time do you dedicate to it each day?
6. Are you required to send out tracking emails to your customers or theirs' on every shipment?
7. Who is responsible for maintaining the shipping record? How does accounting audit and release payment?
8. How do you create your shipment documents? What general information do you include?
9. Who at your company would benefit from having access to the information stored within the TMS?
10. What do you *dislike* most about your LTL shipping process?