

A collection of tips to help shippers protect and build their reputation.

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The Benefits of a High Service Level

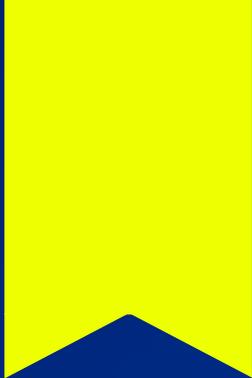
# **WHAT SMART SHIPPERS SHOULD KNOW**

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Good Partnerships are the Answer.



"Smart shippers understand that there is a high cost associated with bad service..."



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## **COST VS. SERVICE LEVEL**

Smart shippers are always looking for ways to boost efficiency and productivity and to balance that with cost efficiency. This is what industry experts call cost vs. service level. In a volatile market, shippers find it increasingly important and necessary to distinguish themselves from the pack. Having a solid understanding of the benefits of high service level can help.

## **ARE GOOD PARTNERSHIPS THE ANSWER?**

In a word, YES.

The freight market is tight right now. Partnering with an experienced Third Party Logistics (3PL) often offers shippers a lot of bang for their buck.

Here at Pyramid Transport, we believe that when shippers align with a reliable, consistent, and dependable logistics partner, they are in position to reap the benefits of high service levels that only an experienced 3PL can offer.

That's why it's so important that shippers know exactly what services they need for themselves and want to offer their customers and carriers. Some of these services might include tracking and visibility, same-day shipments, load scheduling and planning, fast quotes, as

well as, an online platform for billing, reporting, and ease of access to shipping documents.

Having a clear idea of need can help a shipper choose the right logistics partner because we all know there's a big chasm between the best and the worst 3PLs. That chasm translates into a good or, unfortunately, a bad reputation for the shipper.

Often when logistics experts talk about service level, they are focusing on the tangible aspects of the industry, such as those in the list above. What they do not take into account is the inherent benefit of working with experienced freight brokers with a proven track record of superior service.

## **CAN YOU BECOME A SHIPPER OF CHOICE?**

In a volatile and tight freight market, shippers are looking for ways to improve capacity. Logistics experts advise shippers to improve, across the board, the way they deal with carriers, or to become what the industry calls a shipper of choice. The folks at **Freightwaves** offer a list of five ways shippers can make drivers and carriers happy that includes fast pay, no detention, flexibility, and visibility. And over at **The Journal of Commerce**, Ari Ashe and William B. Cassidy offer a whopping twelve steps for shippers to follow explaining that load-to-truck ratios are higher in 2018 than they were in 2017 and are expected to rise. Their list includes the importance of drop and hook programs, the necessity of offering basic driver amenities, providing forecasts and lead time, and the availability of overnight parking.

## CAPACITY CRUNCHING THE NUMBERS

The most recent Dat RateView reports that “spot market demand exploded in June” with the average van rate rising 10¢ per mile, the reefer rate surging 14¢ and the flatbed rate increasing 6¢. With these kind of rates, shippers are looking for relief.

It's never more important to be a well-respected and consistent shipper than during times of a capacity crunch, but the truth is we don't know how long this crunch will last. Rising costs fueled by a healthy economy, the implementation of the ELD rule, a series of natural disasters, and a driver shortage that won't stop means that shippers are competing for trucks for every load. A recent **USA Today** article quotes Ben Cubitt of Transpace who says that “ninety-nine percent of trucks nationwide are in use.”

Historically, shippers are most motivated to court carriers when costs are rising and capacity is tight. Here at Pyramid Transport, we suggest something new. We advise shippers to take the long view to position themselves as shippers of choice through thick and thin.

## BEING A SHIPPER OF CHOICE ISN'T JUST FOR YOUR CARRIERS!

Smart shippers understand that there is a **high cost associated with bad service**, and that cost might just be a shipper's reputation. You see, we believe that being a shipper of choice doesn't just mean you court the carriers, it means that your customers too can expect and rely on your excellence.

## SO HOW DOES A SHIPPER FIND THE BEST PROVIDER?

When looking for a good provider who offers the highest service level, ask yourself these three questions:

- **Does this provider offer you access to the best carriers and drivers the industry has to offer?** Ask potential logistics partners about the carriers they contract with. How many licensed and insured carriers do they work with. At Pyramid Transport, we have long-term relationships with over 4500 vetted carriers. Being a shipper of choice is easy for the when you ship with Pyramid!
- **Does this provider know you, your products, and your unique needs? And if not, are they willing to do so?** When your 3PL gets to know you and your needs, they are able to forecast problems and prevent them before they occur. This sort of proactive and quick response time is only available when you work with a provider invested in your success. As always, your success translates into happy customers for you! It's something to think about when you are choosing a provider.
- **How consistent and reliable is this provider?** Consistency is the name of the game in transportation. On-time pickup and delivery is a surefire way to identify an excellent service provider, but so is a provider's willingness to customize solutions. At Pyramid Transport we have a 96% on time percentage, and we are constantly working to improve that number.

## **YOUR REPUTATION MATTERS!**

No one knows this better than the experts at Pyramid Transport. We believe in and provide excellent service. We know that your reputation depends on it. We offer shippers not only our long-term relationships with the best carriers, but also our reliability and willingness to invest the time and energy in getting to know you and your needs. When you add our proven track record of consistent service, our 25 years in the industry, you won't need to look further.

Protect and build your reputation by shipping with Pyramid Transport. Experience the best cost vs. service level in the transportation industry!

**GET QUOTE**

<https://www.freightwaves.com/news/driver-issues/top-5-ways-to-be-a-shipper-of-choice>

[https://www.joc.com/trucking-logistics/ltl-shipping/12-steps-becoming-shipper-choice\\_20180405.html](https://www.joc.com/trucking-logistics/ltl-shipping/12-steps-becoming-shipper-choice_20180405.html)

<https://www.usatoday.com/story/money/2018/04/26/truck-driver-shortage-raises-prices/535870002/>

<http://blog.pyramidtransport.com/how-smart-shippers-avoid-the-high-costs-of-bad-service>