



*4 freight challenges that will  
actually better your business*

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### *introduction*

Freight shipping can be a complicated process where a lot can go wrong. Shippers run into constant challenges – it just seems to be the nature of the industry. With a little bit of guidance, these frustrating obstacles can actually become opportunities to streamline your process and help improve your bottom line. In this white paper, we will identify common freight challenges that shippers encounter and give you the tools to combat them so you can ship smarter.

## *4 freight challenges that will actually better your business*

### *challenge #1: late freight*

One of the most common issues a shipper can experience is a delivery being made late. This can disrupt the fulfillment of orders on an inbound basis and cause problems with customers as well. If your supply orders are coming in late from your vendor, this can be addressed through inbound shipping management. If it is your outbound shipments that are presenting you with delays, you may need better tracking, a different service, or more clear delivery instructions.

#### *tracking*

While delivery dates are always estimated, they are oftentimes extremely accurate. Real-time tracking creates transparent communication and allows you to monitor progress. If any unforeseen hold-ups occur in route, you are armed with more knowledge for your customer and can help you plan your future shipments.



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### *service types*

It's important to understand the differences in types of freight services in order to meet you and your customer's needs. Time-critical and expedited shipping options are available if you are in a crunch. Finding a dedicated truck for a move is another available option with added security and timeliness.

### *delivery instructions/BOL errors*

Oftentimes, delivery can't be made because instructions aren't clear on the shipping document. The Bill of Lading (BOL) is a legal shipping document that contains the shipper and consignee addresses, as well as information about the shipment itself. If special services are needed, such as lift-gates or delivery appointments, these need to be noted on the document. It's a common issue that a delivery cannot be made because proper accessorials are not available, correct shipping hours are not noted, or the address is incorrect. Any of these missed details can add a day or two onto transit time.

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### *challenge #2: damaged freight*

Another very common difficulty that freight shippers experience is damages to their freight shipments. Some periodic damages are expected, unavoidable, and just a bit of bad luck. But, if you are consistently seeing incurred damage, it may be due to improper packaging on the shipper's end. Forklifts, stacked shipments, and weather all present challenges during transit from pick up to delivery. Packaging your product properly is critical in protecting from damage during loading and unloading at carrier terminals. If you are shipping on a pallet, it's crucial that there is no overhang. Loose boxes are risky—it's best to use exterior wrapping in order to group them together so they don't get separated during the move. If you are shipping a product that is especially fragile, it may be wise to take the extra time to build custom crates and use foam inserts and corner guards.



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Depending on the length of your move, a shipment can be loaded and unloaded more than a few times. As mentioned earlier, if you feel totally uncomfortable with strangers moving your freight, and you are moving a large load, it may make the most sense to book a dedicated truck. In addition to shorter transit, your product has improved security as it won't be taken on and off the truck.

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### *challenge #3: liability falling short*

In the (hopefully) rare instance that you've properly packaged your freight and your shipment still incurs some damage, or it becomes lost entirely, you will have to submit a freight claim with the carrier. While carriers do offer limited liability on freight shipments, typically the amount of coverage is a fixed dollar amount per pound determined by the commodity and class. The amount of coverage most certainly fluctuates depending on the carrier.



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It is the responsibility of the shipper to prove that the shipment was in good condition prior to shipping. The carrier will then attempt to prove it was not negligent during the transit of the freight. Oftentimes, even if a claim is won, the payout is much less than expected. Freight or cargo insurance is available through a variety of different providers, and does not require that the carrier is proven negligent in order to receive a payout. Additional insurance coverage can give you confidence and offer peace of mind for your customers that your freight is safe. Even if you have your own, it may be beneficial to check with your freight provider to review additional options.

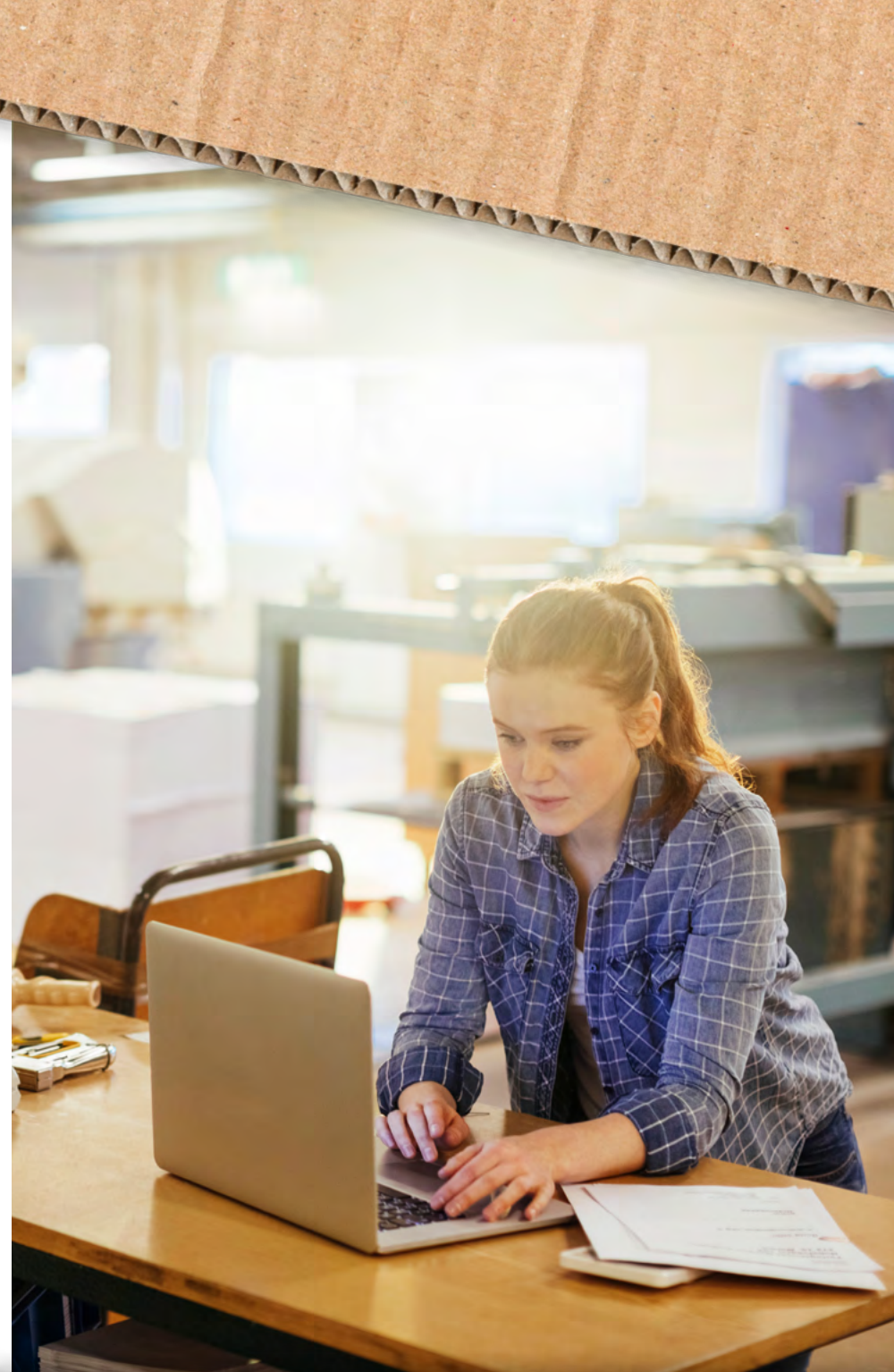


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### *challenge #4: no trucks and rising costs*

Due to the challenges with ELD mandate implementation and the resulting carrier capacity crunch, it can be very difficult for shippers to get their shipments covered. The economy is growing, shipment volume is increasing, and freight rates are climbing. Combined with an extremely limited truck availability, these factors add up to lots of frustration.

Shippers have to be vigilant and put in due diligence to be sure they are getting the best rates available in order to offset these costs. Contacting carriers, and shopping rates is the best way to ensure you are being competitive, but it takes time, planning, and lots of industry knowledge.



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Working with a quality 3PL can help alleviate the stress and free up time so you can focus on more important things. In addition to rate shopping, a 3PL company can act as your advocate in the event of claims, proactively track your shipments, and act as a liaison between you and your carrier. A knowledgeable 3PL can act as your own outsourced shipping department and logistics expert, helping you to ship smarter and stay competitive in a volatile and complicated market.

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### *conclusion:*

Getting your shipments where they need to, safely and efficiently doesn't need to be complicated. Informed shippers anticipate common challenges and can turn them into opportunities to become knowledgeable and streamline the process. Even better, you don't have to face these challenges alone. When you work with PartnerShip®, you have a dedicated team of shipping experts on your side who can make the process easier so you can focus on your business.





## *about us*

PartnerShip handles hundreds of shipments a day and we've seen it all. We're here to help and to answer any questions you may have about your shipping. We're also here to ease your mind of any and all shipping concerns that you may have and help you cultivate an efficient shipping operation.

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