

case study

Clean Truckload Savings

Business Overview

Midwest-based anti-bacterial soap and cleaning products manufacturer with strong growth secures large customer on the West Coast. Their customer is now placing full truckload orders on a monthly basis.

Business Challenges

The soap manufacturer tries to use LTL carriers to fulfill its West Coast orders but encounters issues with double-stacking damage, expensive shipping rates, and poor delivery service. They switch to a broker-based solution but the carrier selected for service lacked the professionalism they wanted for their product delivery, and does not provide exclusive use of the trailer. Current annualized shipping cost for this monthly truckload move is over \$50,000. The shipping coordinator also wears many hats and does not have the luxury of time to talk to numerous carrier representatives in person or over the phone. She has a preference for quick, business-direct email communications.

PartnerShip Solution

PartnerShip reviews the soap manufacturers' truckload shipping needs. The PartnerShip truckload brokerage manager researches current carrier agreements and national load boards to find a low-cost, reliable, and safe carrier option. PartnerShip negotiates new rates on shipper's behalf, saving them over \$100 per load. The PartnerShip account representative – respectful of the shipping coordinator's time – details the proposal in an email. All follow-up communications are also email-based as preferred by the shipping coordinator. Additionally, the shipper is signed-up for the PartnerPerks™ loyalty program where they can earn up to \$100 in gift cards per quarter (they are currently using the gift cards to help fund their internal employee-wellness program)

So far the soap manufacturer is saving nearly \$2,000 annually on this one, monthly truckload move to the West Coast. They are also pleased with the carrier and driver that are routinely handling the move, and service has been perfect. They especially appreciate the regular email updates on the status of the load – from pickup to final delivery. Their West Coast customer has even increased its orders!



"PartnerShip has been wonderful to work with. They've found us a reliable carrier, saved us money, and they provide me with regular email updates on our load status."

– Shipping Coordinator

Solution Summary

- » Truckload Shipping
 - » Secured lower TL rates with reputable carrier for regular truckload shipments
 - » Personalized email communications catered to the decision-maker needs
 - » Participation in PartnerPerks™ rewards program provides additional customer savings



ltl freight



truckload



small package



specialized