



## HOW A FORTUNE 500 AUTO-MANUFACTURER EFFECTIVELY KEPT FREIGHT OFF THE SPOT MARKET BY USING SHIPPERGUIDE TO RECONTRACT LANES

### CUSTOMER CASE STUDY

A **Fortune 500 auto-manufacturer** struggled to keep freight off the spot market when supply chain issues required them to quickly recontract their truckload lanes.

Due to supply chain disruptions, the shipper ended up running full truckload mini-bids multiple times a week on several lanes. With more than 40 carriers included on each, the shipper's transportation team was **increasingly wasting time on manual processes** and unable to keep pace with changes in the market.



### CHALLENGE: TIME-CONSUMING, MANUAL PROCESSES

The shipper's existing RFP process was simply not suitable for the frequent, quick turnaround mini-bids the market required.

The shipper was using Microsoft Excel to publish lanes and organize communication with a network of more than 40 carriers who would send responses via email. It took the shipper more than 2 weeks on average to contract a lane, costing them thousands in potential savings involved with converting a lane from spot to contract.



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### SOLUTION: RUNNING RFPS IN SHIPPERGUIDE

The Fortune 500 Shipper found their solution in ShipperGuide's RFP module, which gave them a centralized place to perform multiple mini-bids as needed and to quickly contract full truckload lanes. It allowed them to compare bids to live spot & contract rates, which gave them additional leverage in carrier negotiations.

As a result, the transportation team was able to save time by eliminating emails and manual organization of bids in spreadsheets, resulting in 24 hours saved on average per week and on average \$73K in annual labor savings.

By reducing the the mini-bid contracting cycle by 86%, from two weeks to two days, the shipper was able to secure contracted rates while avoiding the spot market, yielding 35% cost savings on average per lane, and an estimated \$890K per year in spot avoidance savings.

### RESULTS: MOVING MORE WITH LESS



**\$890K**  
SPOT AVOIDANCE  
SAVINGS

Due to the ability to keep freight away from the spot market.



**35%**  
REDUCTION IN  
COST PER LANE

As a result of a centralized tool to perform mini-bids & quickly contract FTL lanes.



**\$73K**  
SAVED PER YEAR  
ON LABOR EXPENSES

By eliminating emails and manual organization of bids in spreadsheets.