



## **STRONG CARRIER RELATIONSHIPS. SIGNIFICANT CLIENT ADVANTAGES.**

**KDL has its roots in the carrier world, which gives us an insider's understanding of the unique challenges and advantages each carrier may present for our mid-size shipping clients. We place a high value on fully understanding each carrier's operation and earning their trust through our expertise and actions. As a result, we've been able to establish more effective partnerships — and give our clients a competitive edge.**



### **Carriers Look to 3PLs for Growth**

The 3PL market has grown substantially over the last 20 years. Shippers look for the specialization 3PLs can provide, so sophisticated carriers understand the benefit of working well with 3PLs to grow market share and reach a different group of potential clients. Originally, most 3PLs were entirely focused on cost savings and pricing, without addressing all the soft costs and components of freight complexity. KDL was never a price-based 3PL, and that is why carriers have always valued partnering with us. We bring a holistic understanding of complex shipping challenges, which helps the carriers grow and benefits our mutual customers.



### **A Win-Win-Win Partnership**

KDL has a very clear understanding of the carriers we deal with. Our procurement analyst team takes pride in being a conduit to industry intelligence for our carrier partners. They do their homework to understand the data, trends and environmental factors affecting the carrier business — and gain insight into how each carrier matches up with each client's needs. By working closely with the carrier, we're able to present a customized value-added solution for every shipment. The result? A win for the client, the carrier and KDL.



### **Regular Communication Means Greater Intelligence**

Carriers frequently tell us that they have significantly more communication with us than with other 3PLs. We visit carriers in person to tour their facilities and understand their operation. We also conduct regular review discussions on recent performance as well as trends and industry issues. With every order, our team works with carriers to analyze detailed costing information and provide quick recommendations on adjustments that better fit the needs of both carrier and shipper. KDL goes beyond price basis and advises clients on exactly what the carrier can do and how it can benefit them — not a simple listing of transportation costs.



## Detailed Input Allows Carriers to Price More Aggressively for KDL

In the bidding process, we give detailed and specific feedback to our carriers, even on renewals, which can often give our clients a significant advantage. Carriers regularly commend the depth and transparency of our RFPs, which enables them to price more aggressively because they know exactly what they are bidding on.



## KDL Technology Makes a Difference

Our technology is designed by and for supply chain experts to provide the correct information easily and in a timely manner. That information enables us to process reviews quickly and highlight areas for improvement clearly and accurately. Our technology also has the flexibility to seamlessly integrate with different carrier IT systems and has the flexibility to work the way each carrier does. For our clients, that means a streamlined process and better customer experience.



## People Drive Logistics

Most importantly, personal relationships are the key and we work to develop strong, lasting relationships at different levels within each carrier organization. Integrity, transparency and fairness are the bedrock of our business — we keep our commitments and always do what we say we will do.

**“KDL has integrity and is transparent and fair. They understand the market well, they understand when adjustments have to be made, and that goes both ways. KDL does a good job of communicating — they let us know what their needs are, and we let them know if we can meet them.”**

*- Joe Prebula, National Account Executive, Old Dominion*

**“KDL provides us with detailed data – lane by lane information, impact analysis and understanding of the customer, so we feel well-armed to be aggressive when working with them. We interact regularly and communicate what we are seeing and what we need. We track the quality and effectiveness of relationships with our partners, and the team at KDL always scores very highly.”**

*- Shawn McGee, 3PL Business Development Director, A. Duie Pyle*

**“KDL has been amazing. The team has come to visit our support center. I would score the relationship 10 out of 10 for communication, transparency, and level of detail. I really appreciate KDL's drive to want to improve both organizations while advocating for our mutual customer.”**

*- Tom Reece, National Accounts Business Development Director, Southeastern Freight Lines*