



## BUILDING THE FOUNDATIONS FOR SUCCESSFUL CARRIER PARTNERSHIPS

In the fast-paced world of logistics, accurate and timely data is the foundation upon which successful carrier relationships are built. Providing carriers with ongoing performance feedback and a clear view of growth potential helps them make pricing and service decisions that give shippers a business advantage. A high-performing carrier relationship requires communication, accuracy, and commitment on both sides.

### Data Accuracy



Carriers often lack access to comprehensive and up-to-date shipment data. In some cases, the data they do receive only represents a fraction of the customer's overall shipping activity. Without complete and accurate information, carriers tend to offer conservative bids to avoid potential losses. Larger sample sizes and vital details such as dimensions and densities are critical for carriers to make informed decisions in a competitive bid.

### Data Integrity



Carrier proposals are based on the integrity of the data provided, often requiring a commitment to honor pricing for up to one year. Carriers retain the right to validate business volumes by reviewing actual vs. proposed. Inaccurate projections can lead to significant additional charges and disrupt provider relationships, leading to increased time and cost to market.

### Carrier Feedback



Carriers factor in various input costs when estimating their expenses to manage a proposal. They seek feedback from customers and request specific targets to compare to their internal cost estimates. In-depth analysis and detailed feedback are valued by carriers and influence their decision to prioritize a partnership. Bids are created based on the assumption that they will secure a select portion of the business and when not selected, they want to know how they compared to the winning bid. This feedback in turn helps them refine their internal pricing and costing strategies.



### Future Growth Opportunities

Carrier forecasts for annual price adjustments are based on actual shipping data, which may not reflect the shipper's entire book of business. Providing carriers a holistic view of activity can create opportunities for them to secure additional business, ultimately helping to mitigate future price increases.



### Building Relationships

Effective communication should not be limited to bidding or contract renewals. Maintaining a connection to carrier operations and pricing associates as well as having consistent communication with key decision-makers is essential. Carrier pricing departments are often overwhelmed, and effective, active relationships can ensure that your business receives the priority it deserves.

## Let's work together.

By providing comprehensive, up-to-date data and constructive feedback, KDL strengthens carrier partnerships for our customers and embraces growth opportunities where available. Contact us today at [info@kdlog.com](mailto:info@kdlog.com) to explore the complete range of services we provide.



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