Customer Benefit: Finding long-term matches to even a portion of your network can decrease cost in staffing and problem resolution by 10-12%.

Over-the-road long haul networks are evolving into short haul, regional or lane specific routes. Changing customer network needs and more driver friendly freight options reduces driver turnover, which increases service to you and your customer.

Strategies In Practice

A global beverage manufacturer was looking to simplify their transportation strategy around a reduced network of core carriers. Their current strategy included over 250 carriers and 30 brokers; the challenge with this strategy was their ability to leverage capacity in any one market. They realized more wasn’t necessarily better.

Solution:

- Werner’s experienced team of analysts overlayed our entire network, specifically our regional fleets and designated lane operations to their shipping patterns. We then produced a simplified, sustainable strategy leveraging our diverse network of asset and alliance carriers.

Results:

- Through our analysis we were able to help them scale their network back to 20 core carriers and 2 brokers. This reduced their staffing by 25% and simplified their management of carriers.