# Accelerating LTL Opportunities: The Power of Intelligent Data to Speed Precision Pricing Decisions

How Express Logistics Reduced Quote Time, Increased Market Responsiveness and Improved Pricing Confidence at Scale

**SMC³**

**EXPRESS LOGISTICS**

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# The Challenge

As Express Logistics, an award-winning third-party logistics (3PL), specializing in LTL, truckload and intermodal brokerage services continued to grow, the team saw an opportunity to bring renewed efficiency and effectiveness to their process for evaluating prospective new LTL business opportunities. With market agility, service consistency and pricing accuracy at the forefront, the team recognized the need to continue to tap new technology to strengthen their capabilities. The ability to quickly unlock more data intelligence, employ smart automation and drive faster insights meant greater market advantage in a fast changing LTL logistics management landscape.

## Express needed a robust solution that could improve LTL pricing efficiency and positively impact decision responsiveness

Save time and maximize LTL pricing intelligence

Automate workflows, improve accuracy and reduce manual work

Simplify analysis and provide accurate, reliable pricing analytics

Provide repeatable, scalable access to more pricing data in less calls

Improve speed to market and multiply forward business focus

# The Solution

The team turned to a new LTL technology solution from their longstanding partner, SMC³, to enhance agility - streamlining pricing analytics, reducing decision bottlenecks and increasing sales momentum. Express implemented **SMC³'s BatchMark® XL Direct Carrier API Rating,** enabling:

**Fast, automated, batch rating of large shipment datasets** leveraging the single SMC³ connect point.

**Comparison of multiple carriers making a single pricing call,** including standard accessorial details and transit times.

**Time savings and automation of manual processes,** reducing data pulls and cross-referencing by **80%.**

"

*SMC³'s BatchMark® XL Direct Carrier API has streamlined our pricing and analysis process, cutting manual data pulls and cross-referencing by 80% while improving accuracy and speed to market. The ability to compare total cost, accessorial details, and transit times in a single data pull is a significant time saver which allows our team to focus on delivering tailored, strategic solutions for customers."*

– Amanda Rios,
Pricing Manager, Express Logistics



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# The Results at a Glance

By adopting **SMC³'s BatchMark® XL Direct Carrier API Rating**, Express reduced turnaround to **24 hours or less**, improved accuracy, and freed its team to focus on strategic customer solutions.

| Metric | Before | After |
|---|---|---|
| Turnaround Time | 2—3 weeks | **24 hours or less** |
| Speed to Market | Slow | **Immediate** |
| Analysis Depth | High-level | **Shipment-level** |

## Key Performance Impacts from these Improvements:

- ✓ **Faster pricing analysis**
- ✓ **Improved accuracy and strategic decision-making**
- ✓ **Faster speed to market**

## Why it Matters

By eliminating bottlenecks and improving data depth, Express Logistics can:

- Respond to opportunities immediately.
- Maintain sales momentum.
- Make data-intelligence driven, informed decisions.
- Take on the right business serving the best-fit customers.

## About SMC³'s LTL solutions

Discover how BatchMark® XL Direct Carrier API Rating can transform your LTL pricing workflow.

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