



KCH Transportation Becomes a Data Provider-of-Choice Among Shipper Clients and Carrier Relationships

Introduction

KCH Transportation has a trucking division and a brokerage service. It is headquartered in the Atlanta suburb of Woodstock, Georgia, and its fleet of 100 company trucks is based out of Atlanta. KCH provides dry van, step dock, double drop, flatbed and reefer equipment has implemented SONAR.

KCH Transportation has strong goals, including growing the company with new clients in 2021. Its brokerage service is subject to the concerns over timeliness and accuracy of market-rate insights in day-to-day operations, which are among the reasons the company chose FreightWaves SONAR to help its operations. The brokerage service has seen key benefits from its use of SONAR, including:

- More strategic market positioning.
- Faster quoting for spot loads.
- Increased responsiveness in viewing likely market trajectories.
- Making data-driven decisions easier and more effective.

The Business Challenge

KCH experienced similar challenges to those that are rampant across the trucking industry, including a need to source more capacity; work with carriers to secure better rates; offer the right rates for company-owned assets; and demonstrate an unbiased rating strategy.

KCH also had trouble trying to use data that was simply out-of-date. Using its previous data sources, like Truckstop.com and DAT, the company had limited insight into real-time rates. Since those other sources rely on a post-invoiced rate, they lack the real market acuity that's critical to SONAR.

KCH Transportation applies SONAR to drive cross-departmental performance

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KCH Transportation highly values data in the role that it can provide to guide decisions. And working with Tyler Sissom, KCH Transportation's Data Analyst, any team member can review market data in SONAR and put that information to work.

KCH Transportation has six top team members that use the SONAR UI to better manage assets and align the company with market trends. Acting as a hive-mind, the group of six can review market trends individually, discuss the potential impacts, and make the most effective decisions. Using SONAR data, the team can pre-empt the most unusual of circumstances, such as container shortages, problems managing drayage, handling LTL consolidation, and more.

As an LSP, KCH has also been able to create a collaborative partnership with all carriers and shipper-clients. In turn, the mutual respect continues to grow, and the variety of indices within SONAR, such as the Outbound Tender Volume Index (OTVI), is one way in which SONAR changed the game for the better at KCH.

As further reiterated by Peter Lovell, Marketing Director at KCH Transportation:



We needed a way to understand true market positioning, and existing market tools don't have the detail or precision that SONAR provides. FreightWaves is a preeminent leader in the industry. That's why the decision to switch was a no-brainer, and our sales team can go straight to our primary team members, view the data within SONAR and make more strategic decisions.

The Results

Using SONAR, KCH managers have seen a marked increase in value, responsiveness, agility and accountability. Instead of running on an assumption, the tanks are fueled with SONAR data to reduce inconsistencies and pre-empt potential disruptions. Using SONAR headhaul indices and its Critical Events tools to reduce unexpected delays during winter weather road closures and offering more competitive pricing are top results seen since implementation. Other results include:

- Supplement marketing sales, showing how KCH aligns rates and expectations with true market trends.
- Acting a consultant to clients, explaining what to expect and how to prepare for uncertainty.
- Predicting rate fluctuations by utilizing SONAR data, using those insights to quote more accurate rates to clients.

As further described by Lovell, SONAR gave KCH another advantage:



Shippers now turn to KCH Transportation as a confident data provider.

Summary

KCH Transportation offers more competitive rates and informed transportation management because of its use of SONAR. And as SONAR capabilities expand, particularly with the anticipation of SONAR SCI (Supply Chain Intelligence), the future of freight at KCH Transportation is bright. And for reference, here are few other key benefits realized since launching SONAR at KCH:

- Confidence in providing stellar service levels for existing shipper clients.
- Execution of loads at a more efficient rate.
- Data use to help track towards important business metrics.
- Understanding of the market tender rejections, allowing for higher asset utilization.