



## Nussbaum Transportation Services Streamlines Quotes with SONAR

# Introduction

Nussbaum Transportation Services has a rich history that goes back to its founding in Fairbury, Illinois. Operating as an employee-owned organization since 2018, Nussbaum provides a variety of services as an asset-based carrier. The company offers multi-stop, round-trip, power-only and irregular truck route transportation and services to various industries. Today, the company is headquartered in Hudson, Illinois, with service to all 48 lower contiguous states.

Nussbaum has built a reputation for moving expensive, high-volume products, including furniture, appliances and equipment parts. And with an added emphasis on quality pay and treatment for drivers, Nussbaum needed a way to ensure those goals were always attainable while keeping rates within reason. And as a company with a reputation for highly motivated drivers and above-par service, the ability to perform long-haul moves strategically was a driving force behind Nussbaum's decision to invest in SONAR.

## The Business Challenge

Of all of its loads, approximately 30% of Nussbaum's freight moves across dedicated lanes. Company managers realized they needed assistance to organize asset allocation and route decisions better. With a desire to get drivers home every night in this part of the company, finding high-quality, best-paying backhaul moves were essential to success. And now, Nussbaum puts the power of SONAR to use, particularly by the primary user, Tyler Dietrich, Director of Pricing at Nussbaum Transportation Services. He is responsible for organizing and managing pricing.

## Nussbaum Achieves Organization and Strategic Pricing

Dietrich uses SONAR daily to understand real market conditions and create proactive pricing guidelines for the Nussbaum team. This ensures that quotes align with market expectations and consider the unique handling and equipment needs that permeate Nussbaum's moves. And he has been working tirelessly to execute and apply SONAR more thoroughly throughout all of Nussbaum Transportation Services. He explained some of the value propositions added with SONAR deployment:



Being able to see more about what's happening within the market and the pricing surrounding our priority moves, I can help keep all our team members informed and strategic. We are actively using SONAR data and charts to provide daily updates to our team members and continuously adding value throughout deployment as time progresses."

# Continuous Improvements Are Realized Through Core SONAR Features and Use Cases

Nussbaum Transportation Services adds value throughout its enterprise and uses data proactively to manage pricing strategies. Today, top uses of SONAR at Nussbaum include:

Daily updates to show capacity changes in the market.

Capturing tender volumes and rejection rates across different markets in chart views.

Providing map views of the U.S. to help operations managers create more strategic value.

Applying freight rate predictions to ensure Nussbaum can offer competitive pricing without undercutting margins.

Increased bidding accuracy to ensure clients' expectations are met and RFP responses/quotes for spot moves are readily available.

Future deployment will use APIs to capture data and analysis from SONAR and apply the information to identify trends within Nussbaum's existing, branded systems to boost all back-office functions.

And as far as added implications of SONAR use to gain more insights into the market when compared to prior tools that were used, Dietrich had this to say: **"It is an unmatched pool of data that has excellent comparability features to prior timeframes allowing us to see into the data and make decisions."**

## Summary

Nussbaum is rapidly expanding its strategic value with SONAR-powered insights and the ability to consider all factors in creating a Nussbaum rating factor. Those capabilities directly affect Nussbaum's viability, allowing its sales team to benchmark in real-time and offer the best and most proactive rates to customers. Additional ROI evidence is found in the following core advances in Nussbaum Transportation Services:

- A firm benchmark of Nationwide Transportation Pressure to help with 100% of our attempts to increase profit margins.
- An estimated increase of [50%] quicker market shift pricing responses.

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