



Talon Logistics Applies SONAR Insights to Thrive Through Disruption

Introduction

Crossing lines between an asset-based and non-asset-based third-party logistics provider (3PL), the Talon Logistics network is continuously looking for new ways to expand operational excellence. And in the wake of COVID-19, Brandon Briscoe, President of Talon Logistics, knew he needed to find a viable, effective way to tap market data quickly.

However, the irony lies in the fact that COVID-19 shutdowns afforded Briscoe the opportunity to dig deeper into FreightWaves SONAR and how it could augment Talon Logistics' existing freight rating tools. And now, the company applies SONAR data daily to inform team members and provide better service levels. In fact, SONAR has become essential to the company; addressing the business challenges Talon Logistics faces, enabling the company to keep its customers, and powering it for future growth.

The Business Challenge

Like many other brokers, Talon Logistics previously had trouble justifying rate increases to its customers. While increases from carriers could easily be passed along with market trends, Talon Logistics also had the burden of justifying rates for its asset-based services. Historically, the company had leveraged DAT and Truckstop.com to view the market's rating and capacity indications. However, Briscoe knew that those resources were rapidly outdated and ineffective in the wake of the massive disruptions due to COVID-19.



In the past, we used DAT, Rand McNally with PC Miler, and Truckstop.com. And we would usually take between three and 12 months to purchase new software or a more useful tool. When COVID-19 impacted the world, I knew it was time for a product and looked at the full value of SONAR. And time was of the essence. What I found was remarkable.

BRANDON BRISCOE, PRESIDENT OF TALON LOGISTICS

Talon Logistics Uses SONAR to Add Value as a 3PL

Talon Logistics selected FreightWaves SONAR for its relative ease of use and applicability within operations as a third-party logistics provider (3PL). SONAR's user interface and logins allow staff members at Talon Logistics an opportunity to see real-time market conditions. Meanwhile, views of the rejections, volumes, and need-to-know aspects of the market are readily available within SONAR metrics, including:



- + Outbound and inbound tender volume indices (OTVI and ITVI)
- + Outbound and inbound tender rejection indices (OTRI and ITRI)
- + Lane Signal
- + Predictive rates
- + Treemaps

Focusing on the last feature listed, leveraging treemaps provided additional insight to help Talon employees understand where volatility is and how to address it. As one of the first three people in the office every day, Briscoe can review that information and share it with his team. Of course, that is only a small piece of the value that SONAR brings to Talon.

While Briscoe had the opportunity to learn more about SONAR features, his team gained another advantage. To date, Talon Logistics leverages the user interface, indices, virtually endless treemaps, Lane Signal, and the endless charts possible within SONAR. When asked how easy it was to get started with SONAR, Briscoe simply said,



It was easy and has allowed us to be more informed about the market and derive a higher level of knowledge on conditions.

BRANDON BRISCOE, PRESIDENT OF TALON LOGISTICS

How Talon Logistics Realized Additional Benefits Using SONAR Data and Insights

For example, a customer called and wanted to talk about rates and how Talon was protecting his company's rates. He also wanted to know how rates will look for the remainder of 2021. Instead of merely being subjective and guessing, Talon Logistics team members can now put together a few slides based on data and analytics from SONAR to justify an increase in average rates, and show why those increases are necessary. Instead of solely being a broker, Talon Logistics creates more transactional value with SONAR and becomes a true strategic partner.

Leveraging SONAR for asset management has also been crucial in navigating the uncertainty within the Louisville market. As market conditions decline, indicated by decreasing tender rejections and lower outbound volumes, team members take the first offers on lower prices. And they leverage backhauls if the market is thriving and demanding more capacity.

Summary

Talon Logistics has been able to increase the quality of its customer interactions because of SONAR. By becoming a strategic partner, Talon Logistics has dramatically increased customer service levels and its employees are more informed across operations. Talon Logistics is poised for continued growth because its frontline workers have more access and prescriptive insight. Moreover, there have been significant savings realized through the introduction of SONAR into Talon Logistics workflows, including:



- + A 5% growth rate among existing shipper customers
- + Executing 10% more loads annually
- + Increased turnaround on shipments by 4%
- + An increase of 3% in asset utilization

Learn how to utilize SONAR insights like Talon Logistics
and get a demo at sonar.freightwaves.com