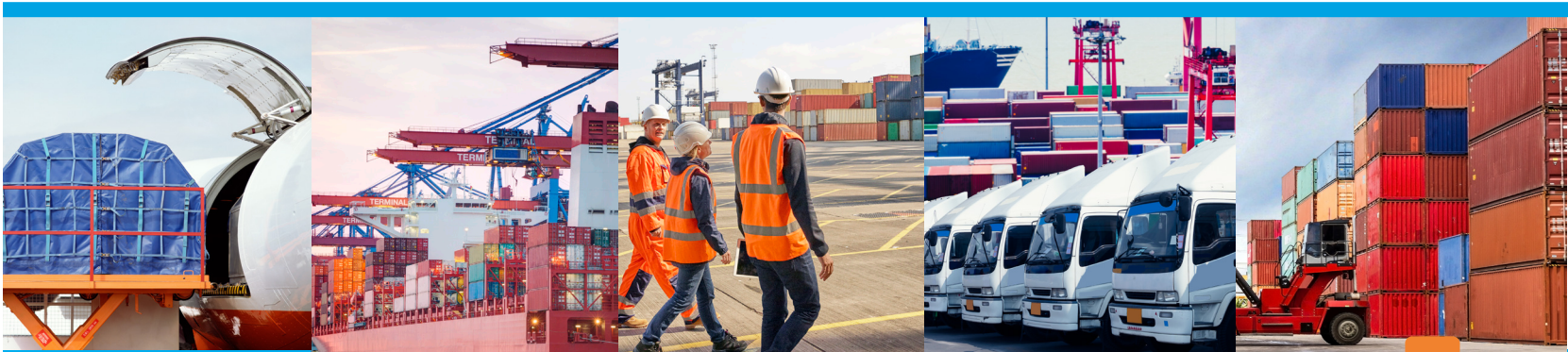# Transforming the End-to-End Sales Process in the **Transportation and Logistics Industry**

with

AI-Powered Insight

PROS.

DISRUPTION IN THE T&L INDUSTRY

The Transportation and Logistics (T&L) industry has seen its businesses disrupted by tech-savvy players such as asset-light 3PLs, who with their use of digital selling channels and data science advantage, can provide a superior buying experience for shippers and consignees.

Today's T&L buyers expect to configure what they want quickly, get the price instantly and place their order in seconds with no hassle.

TOP 5 INSIGHTS

1. Remain profitable and generate growth

2. Build essential value-based customer relationships

3. Transform end-to-end sales processes with AI and machine learning capabilities

4. Use AI to accelerate customer quoting and booking

5. Achieve an average of 1-3% impact on price, 2-5% impact on win rate and 20-40% impact on productivity

ACCORDING TO FORRESTER

U.S. B2B eCommerce will hit $1.8 trillion by 2023. With its continued growth rate, it is changing the business model of T&L companies—from delivering to big box stores to optimally delivering to the last mile.[1]

The New Competitive Strategy for T&L

Air cargo carriers, ocean freight operators, freight forwarders, trucking companies, inter-modal suppliers, and all other T&L players have to deliver complex quotes in a very narrow time window and are expected to bid an accurate price in order to win business and protect margins. This is a tall order to fill with static technologies such as spreadsheets.

To deliver the customer experience buyers expect, T&L companies need to transform their end-to-end sales process with Artificial Intelligence (AI) and Machine Learning capabilities.

PROS Makes It Easy

PROS provides a single, dynamic, scalable, AI-powered platform enabling T&L companies to build value-based customer relationships by delivering instant, personalized offers with personalized prices, providing a frictionless online and offline buying experience.

GAIN REAL-TIME, ACTIONABLE BUSINESS INSIGHT

Understand competitive actions through real-time actionable insights to drive pricing and maintain margins.

Analyze vast amounts of data on customer trends, competitor pricing, demand and supply, and identify cross-sell and upsell opportunities with current shippers and consignees.

Extend the capabilities of your sales force by augmenting their gut feel and experience on every deal through price and offer recommendations.

OPTIMIZE RATES, PAYABLES, NETWORKS, AND MARGIN

Win more by optimizing overall deal profitability through both sell-side and buy-side guidance at time of quoting.

Maximize revenues from each customer, based on their willingness to pay, through effective microsegmentation.

Uncover new revenue opportunities with forecasting methodology and network optimization and determine the optimal demand mix to maximize revenue lift.

ENABLE A FRICTIONLESS ONLINE AND OFFLINE BUYING EXPERIENCE

Identify the right services for every customer, provide AI-recommended alternative shipping options, and enable fast configuration for customized offerings.

Deliver instant and personalized online rates through dynamic real-time pricing that incorporates the latest market, cost, and competitive information.

Accelerate sales by enabling your teams to automatically respond to customer requests—whether spot quotes, 100,000 O&D line-item RFPs, agreements, or contracts—with prices designed to win.

KEY BENEFITS FOR T&L COMPANIES

Move with the Market
PROS Revenue Management, Control, and Guidance provide insight and forecasting science to plan better, anticipate market conditions in pricing, and improve profitability and margins.

Know Your Customers
PROS Opportunity Detection delivers insights about customer purchasing habits and identifies hidden opportunities in your customers.

Increase Revenue
PROS Smart CPQ provides algorithmic cross-sell and upsell recommendations to derive more revenue from the quoting process.

Augment Gut Feel and Instinct
PROS Smart CPQ, Control, and Guidance provide sales teams pricing/rate recommendations based on all available and relevant data, in real-time.

Guide Rates and Payables
PROS Control and Guidance guide rates in real time, help negotiate favorable payables, determine which offers to accept, and prioritize offers according to profitability.

Consider Willingness to Pay
PROS Control and Guidance optimize prices through microsegmentation based on various factors including customer willingness to pay.

Maximize Value and Efficiency
PROS Revenue Management offers network optimization with algorithmic forecasting to determine the optimal demand mix at prices designed to win.

Sell Through Web and Digital Channels
PROS Smart CPQ, Control, and Guidance help sell through digital channels with catalog management, customized configurations, personalized recommendations, AI-recommended shipping options, and on-demand prices.

Deliver Winning Prices, Instantly
PROS Smart CPQ sets rates designed to win on all quotes by capturing unique information for every engagement, leveraging dynamic pricing science, and through in-depth account analysis.

Quote with Ease and Speed
PROS Smart CPQ automates the quote-to-cash process, from instantly responding to requests and setting terms and conditions, to approval cycles and generating branded proposals.

The Cost of the Status Quo

PROS customer data analysis shows that T&L companies without a dynamic, scalable platform for digital commerce leak about 2% of their revenue.

With PROS, T&L companies are seeing an average of 1-3% impact on price, 2-5% impact on win rate, and 20-40% impact on productivity.

For over 30 years, PROS has enabled over 100 T&L companies win profitable business in an era that demands selling through digital channels.

T&L INDUSTRY SEGMENTS PROS SERVES

Air Cargo

Full Truckload

Intermodal

Less than Truckload (LTL)

Maritime

Railroad

Third-Party Logistics (3PL)

1. Forrester Landscape report, The B2B eCommerce Playbook, January 2019

SOLUTIONS IN ACTION

AIR CARGO

American Air Freight Carrier

- ✅ Centralized customer pricing management and automated their reward program
- ✅ Supplied sales teams targeted price guidance to increase revenue uplift

TRUCK LOAD

Top 10 U.S. For-Hire Carrier

- ✅ Quickly added 100 basis points to margin
- ✅ Faster response time to bid requests with pricing that considers willingness to pay

LESS THAN TRUCKLOAD (LTL)

Top 5 U.S. For-Hire Carrier

- ✅ Converted revenue leakage to margin uplifts
- ✅ Renewed customer confidence and satisfaction

INTERMODAL

Top 10 U.S. Carrier

- ✅ Eliminated time-consuming processes of manual price guidance
- ✅ Faster response to bids with an educated position on the likelihood of winning deals

RAILROAD

Top 5 Railroad Company

- ✅ Reduced spot-bid response times by 40%
- ✅ Prices updated in real-time while maintaining consistency across the board

LOGISTICS

Third-Party Logistics (3PL) Provider

- ✅ Smarter management of payables to control their own costs
- ✅ Easy management of large multi-year contracts

PROS uniquely delivers both the breadth of technology and the depth of practical experience in transforming the end-to-end sales process to meet the demands of T&L companies selling in the digital economy.

Want to Learn More?

Visit Our Website pros.com/industries/transportation-logistics
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pros.com

About PROS

PROS Holdings, Inc. (NYSE: PRO) provides AI-powered solutions that optimize selling in the digital economy. PROS Solutions make it possible for companies to price, configure and sell their products and services in an omnichannel environment with speed, precision and consistency. Our customers, who are leaders in their markets, benefit from decades of data science expertise infused into our industry solutions.