KINGSGATE
LOGISTICS

Kingsgate Logistics Uses FreightWaves SONAR to Automate Workflows, Improve Service Levels, & Grow Business

Kingsgate Logistics is a non-asset based, third-party logistics provider (3PL) that offers a full scope of logistics services facilitated by leading-edge technology and provides truckload, less-than-truckload (LTL), expedited, intermodal and international shipping.

Ohio-based Kingsgate Logistics' formula to be a successful 3PL is "one part near-term and two parts long-term." The company's industry-leading technology keeps its customers on top of the ever-shifting factors affecting transportation.

Kingsgate began using FreightWaves SONAR's data and insights to help power its business. A key reason that Kingsgate chose SONAR, the industry's premier freight forecasting platform, was the depth and breadth of data available through SONAR.

Kingsgate applies SONAR's data and analytics on behalf of its customers in addition to its own proprietary software. SONAR-related initiatives include:

- SONAR is used in conjunction with its McLeod Software transportation management system.
- As a 3PL that services the entire United States, Kingsgate uses SONAR's national data and analysis for information on all 135 major freight markets.
- SONAR's Predictive Rates tool is a key feature used by Kingsgate to generate accurate pricing for RFPs/RFQs.
- The SONAR Signals feature provides internal information that is also shared with customers and prospects.
- At about the same time the pandemic lockdowns began, Kingsgate started sending its customers and prospects a weekly market update email that contains key information obtained from SONAR.
- SONAR's chatbot feature sends automated messages daily to Kingsgate's dispatchers, letting them know that specific loads have been covered.
- Kingsgate was one of the first companies to begin using FreightWaves Mission Control system after it was introduced in May.

Kingsgate applies SONAR's data and analytics on behalf of its customers in addition to its own proprietary software. As Tom Curee, Senior Vice President of Strategy & Innovation at Kingsgate explained, "We hang our hat on our use of technology. Kingsgate Logistics has built out a pretty incredible team who build custom solutions for our clients. We're unique in that we move the freight but also build technology behind the freight, so Kingsgate has two different revenue streams."

Examples that Curee cited regarding how Kingsgate uses SONAR are its heat maps and key information on each of the 135 freight markets around the country. **"The extent of the data available to our team from SONAR is incredibly helpful."** He also said,

> We lean on SONAR's Outbound Tender Rejection Index (OTRI), Outbound Tender Volume Index (OTVI) and Inbound Tender Volume Index (ITVI) because they are truly based on marketplace tenders, which are much more accurate than other sources.
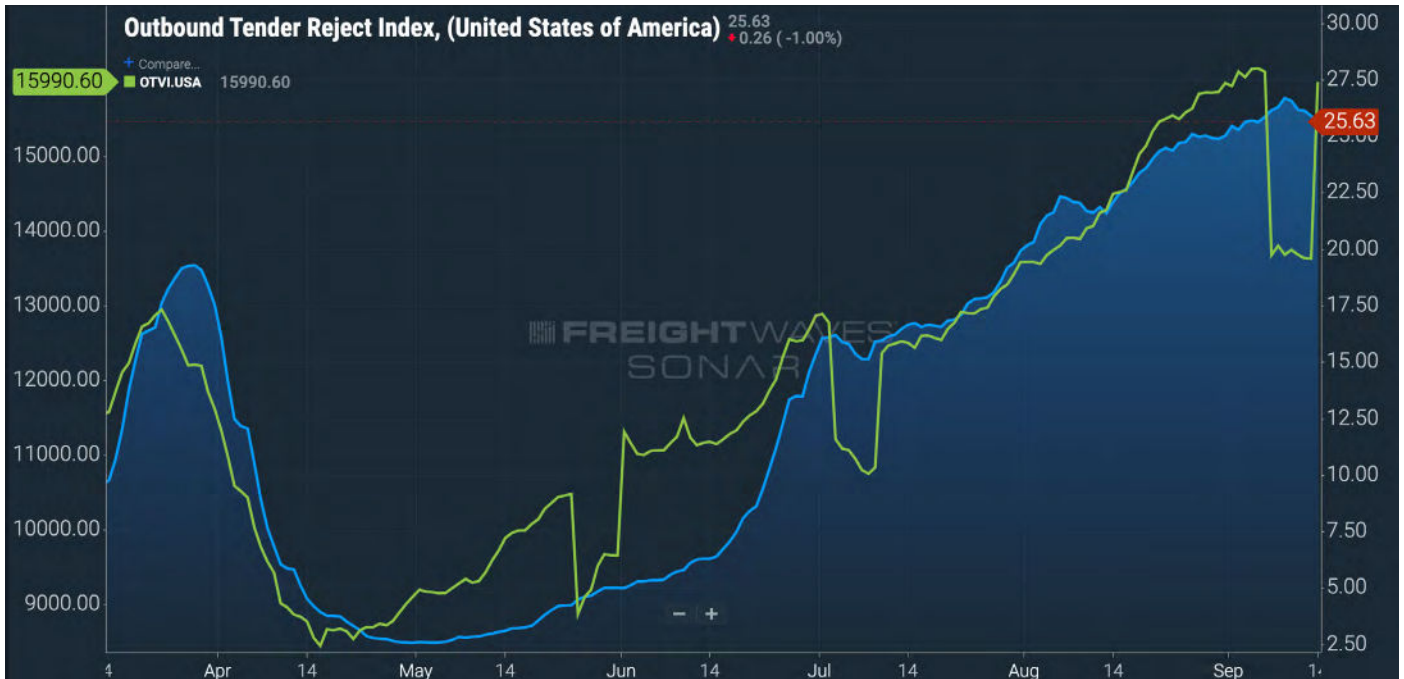
Curee is very familiar with FreightWaves and SONAR, its subscription data-as-a-service product. As he said, **"I have been reading FreightWaves.com since it began and looking at SONAR and its data science team since it was introduced. I saw the vision of what I felt FreightWaves and SONAR were going to become, so Kingsgate became an early adopter. But, I feel like we are still learning what we can accomplish with SONAR. I wanted to jump on SONAR early and secure our spot."**

SONAR provides Kingsgate Logistics a deeper view into the freight market. As a tech-focused company, the use of SONAR and its internally generated products provide more technology-based solutions for its customers.

"FreightWaves has been aggressive and quick to introduce new SONAR features and update existing aspects of the product. I'm excited about SONAR's Predictive Rates feature and I think it will be key for Kingsgate," Curee said.

> FreightWaves has a number of smart data scientists who are pushing to figure things out. I wanted Kingsgate to have a product like that.

Perhaps one of the most amazing things about Kingsgate Logistics' use of SONAR is that "We didn't do anything with SONAR for probably eight months to a year," Curee admitted.

FREIGHTWAVES®
SONAR

Visit to FreightWaves

That changed after Curee and others from Kingsgate traveled to the FreightWaves office in Chattanooga. "The best thing for our use of SONAR is that we came to Chattanooga. We broke away from everything else and we spent time with the SONAR team and they helped the Kingsgate team really understand how we could apply SONAR to our business. It was a valuable investment of time – and I'm just waiting for FreightWaves to open up [after the pandemic] so I can come back down."

Kingsgate began using SONAR in a more in-depth manner after the trip to FreightWaves, and also after it upgraded to an application programming interface, or API. "Now the Kingsgate operations team or sales reps can go into SONAR and really get what they need," Curee explained.

> **"**
> When one of our sales leads, one of our senior business analysts and I visited FreightWaves and we learned more about some of the key practical applications of SONAR, we wondered how we could start feeding information and data to our team,

Curee explained. **"We needed to figure out ways to bring the data directly to them, so we built what I understand is the first of its kind integration with McLeod Software."**

Kingsgate houses SONAR data within every single McLeod shipment that it moves. When a sales rep puts in an order, SONAR provides data about the origin and destination markets. That information is put into Kingsgate's TMS.

"And we also provide a SONAR volatility score within each load." As part of the learning process, the Kingsgate sales team is not only learning how to better understand the data generated by SONAR, but also how to use it to validate anecdotal information from the freight marketplace.

# SONAR Data Powers Kingsgate Market Update

In addition to the SONAR data and analysis used in Kingsgate's weekly market update, some of the sales reps ask Curee for SONAR information that they can use to educate, impress and sway prospects.

Curee continued, stating, **"There is real value in building trust with your customers and providing them with information and transparency."** He also said,

> **"**
> We are training our employees to be data-driven and to use SONAR to be more intentional and accurate with rates and loads that they're booking. The focus has to be on booking loads that generate profit, not just revenue, and SONAR is a big part of that process.
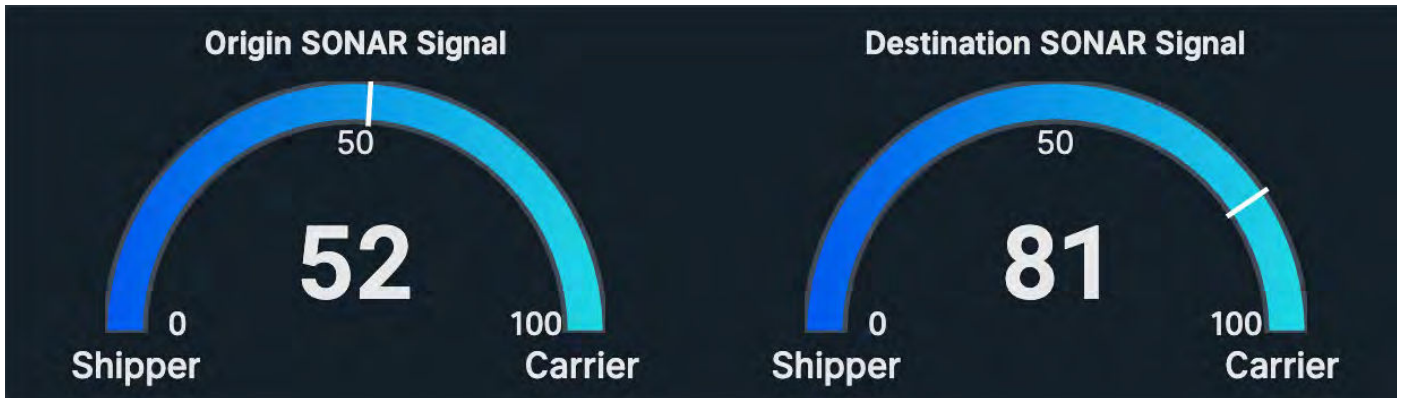
SONAR Signals

In fact, Kingsgate Logistics began offering FreightWaves' SONAR Signals to all current and prospective customers on its website in early May. They can review the SONAR data before requesting a quote. Kingsgate sales manager Brad McCaleb said, "This is an excellent jumping-off point for customers and prospects to get a free glimpse of the type of data we can provide for them." Kingsgate has invested in the advancement of its tech capabilities and is consistently seeking to be ahead of the curve by helping its customers make informed decisions.

As stated on the Kingsgate website: **"We're ready to fill whatever role customers may need in a 3PL provider – from strategic partner to on-demand resource. 24 hours a day, 7 days a week, every day of the year. No matter the type of shipment, we'll be accumulating and sharing knowledge and data at every touch point to ensure our customers are minimizing risk and cost. We're able to provide this level of data through added partnerships with industry experts like FreightWaves."**

Jeff Beckham, the Owning Partner of Kingsgate Logistics, wrote, "We're so excited to see what this feature [SONAR Signals] can do to help our customers!

"SONAR Signals provides our shipper community

with some insight into the current market conditions of a specific region with a simple dial/score view," explained Curee.

> " It helps them to understand where the negotiation strength may be for an origin market as well as the destination market.

Curee understands how the SONAR Signals' data is collected and explains it simply to his staff and customers: **"SONAR's proprietary algorithms use a variety of datasets, such as historical volumes and tender rejections, as well as previously assessed spot rates, found in SONAR to create a custom pricing power score."**

SONAR Signals helps Kingsgate's prospective and current customers by "providing a fuller picture of what may be happening in a market. This can explain current shifts or swings in the market because the data is updated daily. This isn't old, stale data being used to make decisions. We provide this as a free tool to our current and prospective customers just to allow them to get a feel for the data that we use to manage their transportation needs," Curee said.

Additional Users for SONAR

There are two additional ways Kingsgate plans to use SONAR going forward, Curee explained. **"First, we are changing the way we handle potential shipments that come into our system. Now, when a potential shipment comes in to our sales reps, they start looking to find a truck. A potential order will be entered into the system and SONAR's Lane Scorecard will help the rep determine whether to go ahead and take the load. We believe this will increase our closure on new accounts. Secondly, we started using SONAR's Predictive Rates tool in conjunction with our McLeod Software. We will look at the Predictive Rates to see what the rates were compared to, what we actually paid for the truck to determine the variance."**

FREIGHTWAVES API **+** **McLeod** SOFTWARE **=**

IMPROVED EXECUTION & EFFICIENT WORKFLOW

SONAR has helped Kingsgate further automate its processes. It also helps reinforce decisions made and scores loads to speed up the sales team's decisions and helps them become more efficient.

A key challenge that every company that uses data has is determining how reliable the data source is. "When I developed the market updates using SONAR data, I decided to send it internally to our team every Monday and to our customers every Tuesday. **I'm putting all of my trust in the SONAR data. One of the best compliments that I've received at Kingsgate was from one of our owners about two months after the weekly updates began. He said, 'this is exactly what we are feeling in the market right now. It was spot on.' That was a big kudos to the SONAR data set – that, hey, this SONAR thing makes sense.**

Kingsgate Logistics was one of the first companies to order Mission Control after it was introduced by FreightWaves in May. Mission Control offers FreightWaves' clients their own customizable TV network. It can be customized to a client's audience, can feature its data, and promotes the client's brand to as many internal and external audiences as desired.

Powered by FreightWaves SONAR data and the award-winning FreightWavesTV video platform, Mission Control delivers premium content covering all modes of transportation. Mission Control merges freight-related news and data on one powerful streaming TV platform.

Kingsgate's employees are currently using Mission Control, but Curee said the company plans to roll it out to its customer base going forward. Because Mission Control provides a customizable TV feed delivered via the internet, it provides opportunities to drive awareness of freight market conditions while reinforcing Kingsgate's brand and capabilities.

Kingsgate Logistics plans to provide additional insights to Kingsgate customers using SONAR data. "This is a small part of a bigger plan to increase the data we can provide to our shipper community," Curee explained. "At Kingsgate, we have spent the last few years significantly expanding our use of technology and aggregating data among multiple datasets. This is a way to give some people a small taste of the data at our disposal and we'll be looking to provide greater insight in the coming months."

Summary

SONAR helps Kingsgate Logistics provide its employees and customers transparency into the market. It also powers the weekly market reports that are an internal information tool and an external information and marketing tool. It sets Kingsgate apart from other 3PLs by showing its customers that it is working to mitigate their transportation spend.

SONAR also works in concert with Kingsgate's proprietary software and its McLeod TMS. Kingsgate's data sets have been enriched by SONAR. As its employees use SONAR's Predictive Rates to validate their own information, the company becomes an even better service provider.

Curee's summary of the relationship between Kingsgate Logistics and FreightWaves says it best.

> "
>
> The FreightWaves team has been an incredible partner for our group. Culturally, we fit really well together as they share the same sentiment as we do in regard to being restless as an organization. They continue to find new ways to bring value to the supply chain and we believe the partnership with their team allows us to quickly bring innovations to the shipper community.

Get a demo and learn more at sonar.freightwaves.com