


TO CREATE AN EDUCATED CARRIER BASE

RIVER CITY LOGISTICS TURNED TO SONAR

CASE
STUDY 

COMPANY

PROFILE

River City Logistics faced challenges in relying on data from industry staples that was primarily sourced from load board postings. Concerns about data integrity prompted Senior Director of Capacity Nick Lester and COO Jacob Shireman to reconsider their data strategy. They sought a solution that not only addressed data integrity, but also provided a comprehensive market view for customers and carriers.

Embracing FreightWaves SONAR, River City Logistics recognized the importance of moving beyond transactional dynamics and witnessed transformative effects on carrier relationships. With FreightWaves SONAR, River City Logistics became a valuable knowledge source, aiding carriers in understanding market dynamics and pricing along specific lanes. This strategic shift allowed River City Logistics to offer superior service to both customers and carriers.

River City Logistics sought a proactive stance in the logistics landscape, and FreightWaves SONAR

emerged as the solution. SONAR not only provided a reliable data source but also challenged traditional market perspectives, encouraging deeper analysis. The Daily Watch feature enabled Nick Lester to stay up to date on market insights, fostering a holistic understanding. The customer service provided by FreightWaves, particularly Caitlyn Glasco, customer success manager, has proved instrumental throughout the process of adding SONAR to the repertoire.

River City Logistics is positioning itself for the next market cycle by cultivating a carrier base well versed in market dynamics. The company aims for faster decision-making driven by data and anticipates the enhanced speed of the new FreightWaves SONAR user interface. River City Logistics' commitment to being an educational hub remains strong, with continued reliance on FreightWaves SONAR to shape and enrich crucial relationships in the ever-evolving logistics landscape.

THE PROBLEM

River City Logistics initially relied on data from two major industry staples to understand current market dynamics and provide customers and carriers alike with solid information. The data source relied heavily on load board postings, and there were concerns that the data source lacked the necessary depth and accuracy to make informed decisions.

Lester asserted, “While we felt comfortable that they were committed to increasing transparency in the market, what we were seeing in the data wasn’t always matching up with what we were seeing in the market. We realized we needed to incorporate more sources of data to put ourselves in the best position

for ourselves, our carriers and shippers to succeed in such a unique market cycle.”

Lester made sure to voice concerns about the potential limitations to the data. For both Lester and Shireman, data integrity is of the utmost importance, and the questions about the quality of the data presented River City Logistics an opportunity to reevaluate its data strategy. The two decided that it would be best to find a solution that not only solves the data integrity issues, but also allows the company to provide a more comprehensive view of the market to both customers and carriers.

THE OUTCOME

Over the past year, River City Logistics has witnessed transformative effects on its carrier relationships. Often an underappreciated aspect of freight brokerage is the relationship between broker and carrier. River City Logistics saw an opportunity to move beyond a transactional relationship with its carrier base and become an integral knowledge source.

With the spot market playing such an important role to the overall freight market, carriers that operate in that arena are often searching for the highest rate possible. River City Logistics, through the use of FreightWaves SONAR, has become a resource for carriers to learn and understand market dynamics along certain lanes and how pricing is affected. This

has allowed the company to provide the same level of service to its customers and provide a level of knowledge to the carrier base that Lester describes as **“incredibly helpful.”**

The enhancement of relationships with its carrier base places River City Logistics in prime position to continue to drive strong customer service, no matter the market conditions.

“There are tens of thousands of brokers providing the same core services, so every opportunity to differentiate yourself matters. We feel comfortable that SONAR is providing the most up-to-date market data that is accurate and comes from sources of integrity that provide real value,” stated Lester.

WHY SONAR?

River City Logistics wanted to develop a proactive stance to the ever-changing logistics landscape. The company needed a solution that ingested data from various sources and produced a more reliable alternative to the data sources readily available in the market. FreightWaves SONAR checked those boxes.

In addition, River City Logistics' ways of thinking about the market were challenged, and it was empowered to dig deeper to make connections, creating the ability to provide a holistic view to its carrier base. The Daily Watch newsletter, sent to SONAR subscribers, allowed Lester to view how the FreightWaves army of experts was thinking about

the current market in addition to the data provided by SONAR.

Throughout the onboarding and implementation of FreightWaves SONAR into River City Logistics' processes, Lester highlighted the customer service provided by the FreightWaves team. "Caitlyn has been proactive in getting us educated to maximize every piece of the platform and share that knowledge with our carriers and customers. We also appreciate working with someone who has brokerage experience and understands what we do on a daily basis," Lester noted.

THE PATH FORWARD

River City Logistics continues to prime itself for the next market cycle by having a carrier base that understands market dynamics across various lanes. River City Logistics strives to have faster decision-making processes, driven by data, and is looking forward to the new SONAR user interface, which is estimated to be about four times faster than the legacy UI, to help in that process.

Lester and the River City Logistics team are committed to maintaining their role as an educational hub for their carrier base. They plan to continue relying on SONAR to actively shape and enhance these critical relationships.

To find out how FreightWaves SONAR can help your company, check out SONAR.freightwaves.com.