



Analytics

Kingsgate Logistics Simplifies RFP Bids with DAT iQ

DAT iQ's powerful forecasting tools enabled Kingsgate Logistics to confidently respond to client RFPs in a matter of minutes.

About Kingsgate Logistics

Kingsgate Logistics was founded in 1986 as a transportation logistics company with a deep commitment to building strong customer relationships. Since then, it has grown to be a leading third-party logistics (3PL) organization with a network of nearly 65,000 freight carriers and shippers.

The Challenge

It can take multiple people working several days – even weeks – to respond to freight RFPs that have thousands of lanes.

The Solution

With DAT iQ's powerful forecasting tools, Kingsgate Logistics is able to confidently respond to client RFPs in a matter of minutes.

The Results

- Increased market forecasting confidence by more than 60%
- Reduced RFP turnover time to minutes and even seconds
- Empowered customers to confidently make their own freight rate decisions

We're firmly in the we-want-it-now era. We want self-service to skip waiting in lines, automated text updates keep us in the loop, and online orders to be delivered within two hours.

While the demand for instant gratification is obvious in consumers, it's even less forgiving in the business landscape. One of the keys to maintaining customer satisfaction is being able to consistently deliver what customers want.

"Our clients do business with us because we're committed to providing better, smarter and less complicated ways to ship their goods," says Jeff Beckham, CEO and Owning Partner at Kingsgate. "We're looking for technology that can help us streamline pricing while anticipating long- and short-term changes in the transportation marketplace."

Kingsgate's relentless drive to do more for its customers and clients made it examine how it responded to requests for proposals (RFPs), a time-consuming and sometimes arduous process.

"I can remember one bid where we had six of us in a conference room," recalls Tom Curee, Senior

Vice President of Strategy and Innovation. "We looked at our rates, the historical rates and talked about what might happen in those markets. Someone was typing in the rates per mile for 5,000 lanes. It was absurd."

It took nearly a month of deliberation before Kingsgate could respond to the RFP. Even then, Curee's team was uncertain about the results of their research.

"We worked on that bid for over a month," says Curee. "When we walked away from that, we may have had a 50% confidence level in our bid."

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Turning to the 'King of Data' for help

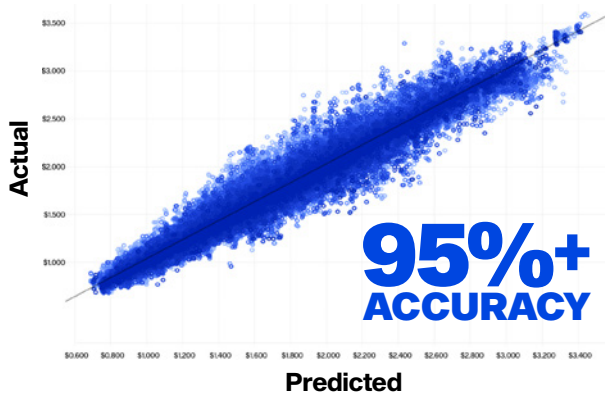
Kingsgate's leaders emphasize customer service, including responding faster and more accurately to their needs and requests. This required accurate data – and the ability to quickly process that data – to create confident market forecasts.

"We did rate analyses using a number of different vendors to compare data accuracy," says Curee. "We created processes where we were using rate data from various sources and seeing which ended up being truest. We found that DAT's rates were much more accurate compared to some of the other sources we

reviewed, and our confidence level was much higher with forecasts using DAT data."

When DAT Freight & Analytics – the leader in freight market intelligence and operator of the industry's largest on-demand freight marketplace – offered early access to the new Ratecast predictive model from DAT iQ, Curee leapt at the opportunity.

The early access also allowed Curee and his team to get buy-in from other internal stakeholders, some of whom were skeptical of DAT's forecast accuracy.



“We simply compared DAT’s forecasts to what actually will happen,” says Curee. “Our stakeholders would’ve been confident enough to work with DAT if forecasts were 80-85% accurate. But what we actually found was that DAT’s forecasts had greater than 90% accuracy.”

Those tests sealed it for the stakeholders, and Curee got complete buy-in within Kingsgate.

“At the end of the day, it’s all about the data, and we want to go to the king of data to really drive this,” says Curee.

Why work with DAT?

“The DAT team has been really good at responding to a lot of curveball questions. We run into a lot of oddball scenarios when we try to be creative with the API. DAT connects us to the right people to get those answers quickly. We’re not waiting weeks to figure out if we can do something. We’re finding out that day – if not that hour – for what we’re looking to do.”

– Tom Curee, Senior VP of Strategy and Innovation

Responding to RFPs in hours, quotes in seconds

Kingsgate built an internal RFP response tool using analytics provided by DAT iQ, and Curee’s team was immediately hooked. For a recent RFP that was similar to the one that took nearly a month and six people to respond to, a single Kingsgate employee was able to generate a bid in two hours.

“We literally pulled the data from Ratecast, evaluated it against our existing rates and then got it out there,” says Curee. “Our confidence level today is much higher. What we’ve seen from the data has given us that confidence to be able to lean completely into it and trust it.”

Not only are bids completed faster and more accurately, it also gives them a competitive edge in the fast-moving market. When a vendor needed a fast turnaround on a quote, most responding 3PLs said they would need 24 hours. The earliest turnaround that Curee saw was two to four hours.

With the direct quote tools the company built with their Ratecast integration, Kingsgate was able to respond in two seconds.

“It immediately changes the conversation,” says Curee. “We have the confidence in the data to say hours isn’t good enough.”

DAT iQ is now used in all bids, and its ability to respond to RFPs quickly has enabled Kingsgate to capture new business.

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Kingsgate Logistics' future with predictive data

While DAT iQ accelerated the RFP process, Kingsgate always intended to deploy DAT iQ in its customer-facing portal. Kingsgate has already created a quoting module customers can use to request rates.

"I'm doing a full analysis for a customer right now on freight rates of specific regions for the next year," says Curee. "They're determining where to build a new distribution center, and we're helping them understand what may happen in freight rates out of those areas."

The next iteration will be a seamless integration with DAT iQ that will enable customers to self-

serve and instantly retrieve rates for their requested quotes.

In today's fluctuating freight market, access to fast and reliable data is crucial to a shipper's success and business strategy. According to Curee, DAT iQ will feed into a number of initiatives to empower their customers and clients with unique service offerings.

"Our ability to really know what's happening in the market, to really know what's going on with rates, is a key component for us to be able to deliver on customer expectations."

About DAT

DAT operates the largest truckload freight marketplace in North America. Transportation intermediaries, motor carriers, news organizations and industry analysts rely on DAT for market trends and data insights derived from 183 million freight matches and a database of \$118 billion in annual market transactions. www.DAT.com

About Kingsgate

Kingsgate Logistics is a family-owned, third-party logistics provider founded in 1986. As a non-asset based 3PL, Kingsgate fine-tunes supply chains to help businesses ship freight faster, smarter and more confidently.

www.kingsgatelogistics.com

Add speed and confidence to your RFP bids

Learn more about rate forecasts available from DAT iQ. Visit DAT.com/Ratecast



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