



## Automating pricing operations enables 3PL to grow revenue by 40%

### Summary

Automation has evolved from streamlining repetitive manual tasks to completing processes from end to end instantly, enhancing productivity and accuracy. This allows for quicker turnarounds, better customer experience, and faster price analysis that drives revenue. Surge Transportation banked on Trigent's experience and expertise to automate its complex and discrete pricing mechanism. With Trigent's custom-designed solution, the company increased its revenue by 40%, improved profit by 25%, and increased its customer base by 20%.

### About the client

Surge Transportation is a third-party logistics provider that focuses on domestic full-truckload, van, and refrigerated transportation. The company specializes in providing Fortune 500 shippers with high loads during peak season, promotions, events, overflow, gaps, and spikes. Surge Transportation partners with customers by filling gaps in their routing guide while also delivering value to carriers by offering flexible credit and payment terms, consistent business, and complete transparency.

### Business challenge

Surge Transportation acts as a link between the shippers and the carriers/fleet operators. They help large shippers with excess carrier capacity at short notice. The company had an existing system to track, monitor, and assign loads. However, the quotation, pricing, and shipment scheduling operations were managed manually.

The manual approach to pricing, quotations, and execution of shipments involved agents relying on calls, emails, and paper trails. These processes had a high turnaround time which affected the company's ability to capitalize on the available business opportunities and revenue. Also, with the increase in customers, Surge Transportation had to scale its human resources linearly, which affected its bottom line.

Onboarding new customers also increased the variables involved in pricing, making it increasingly arduous to handle in a manual system. Being a forward-thinking company, Surge Transportation strategized the need to reimagine its core business operations to enable agility, speed, accuracy, and efficiency.

To achieve this and streamline its operations, the company needed a competitive system that would instantly compute the price for a load accurately. They also wanted an API interface to automate information exchange with carrier/freight clients, thus improving their overall customer experience.

### Trigent Solution

Through multiple interactions, Trigent engaged with Surge Transportation to identify its existing challenges. The first course of action was to implement a system that eliminated latency and reduced the turnaround time for quotes generation. This was achieved by automating the current pricing system to a versatile and flexible rate engine with a user-friendly interface.

The new solution enabled it to place quotes instantly and handle all complexities of the

### Technology Stack





I wholeheartedly endorse working with Trigent Software. The solution they

built sets us apart from the majority of our competitors in efficiency and speed. It is fast, easily scalable, and can easily onboard new customers in no time. Throughout the project, the team was knowledgeable, organized, and reliable, using their expertise to deliver a successful solution.

- Omar Singh, President & Founder, Surge Transportation.

pricing mechanism with accuracy. This digital transformation helped in easy onboarding and integration of new clients. Automation enhanced productivity and ensured better resource utilization.

The advanced Cloud Application solution, custom-designed by Trigent, addressed the core needs of Surge Transportation.

- Reduced turnaround time for quotes. Agents could compute the quote in less than a second
- Enabled agents to book 40% additional revenue as a result of faster response times
- 100% accuracy in pricing calculation factoring in 12+ variables, increased profits by 25%
- Improved agility and scalability to process and handle 4000 more loads every day
- Logged orders instantly with Carrier partner integrations, resulting in a transparent CX

Adopting the right approach, coupled with the advanced Cloud, microservices, and API architecture, allowed Trigent to create a comprehensive framework for Surge Transportation to drive seamless integration with the new customer systems. Automation infused speed, agility, efficiency, and accuracy to the company’s existing system, driving revenue and profit margins.

### Client benefits

Automation has innovated the way Surge Transportation handles its business today. By migrating from its manual practices, it was able to:

- Reduce turn-around time to less than a second.
- Increase revenue by 40%
- Improve profit by 25%
- Process 4000 more loads per day
- Decrease load processing time by 91%
- Ensure smoother and faster onboarding of new customers
- Log orders instantly with seamless carrier integration

### With Automated Pricing Application from Trigent

