

AUTHORIZED AGENT
England
LOGISTICS



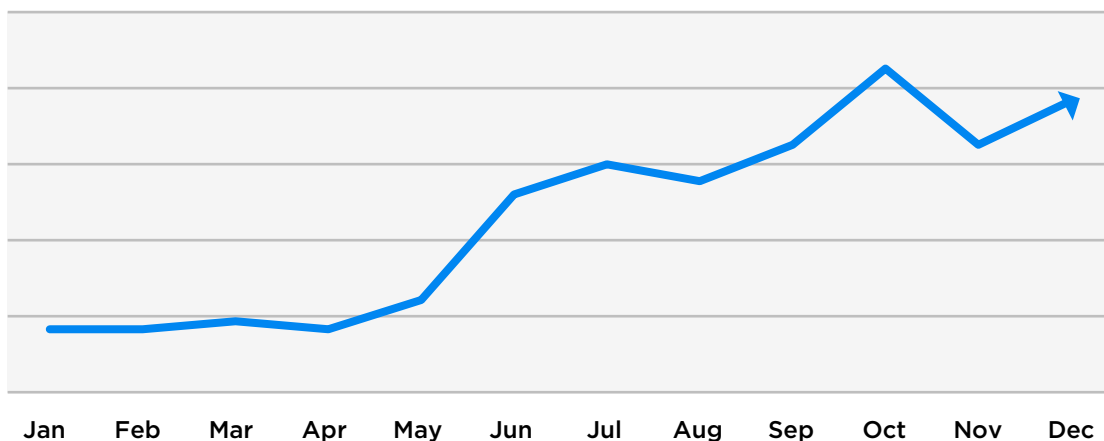
Agent Load Volume Increases 117% in One Year

Increasing client volume in the 2025 transportation market can feel nearly impossible. Market headwinds, rapid regulatory change, and overall volatility have pressured shippers to grow their business.

Customer business reviews, or CBRs, present a unique opportunity for clients to communicate their goals and receive tailored support from England Logistics.

One client of the **England Logistics Authorized Agent program** saw a drastic increase in load volume in direct correlation to the strategy outlined in a customer business review.

Load Volume (2024)





THE CHALLENGE

A client was experiencing a consistent decline in freight volume despite several efforts to increase new business. In addition to a shrinking volume, the client's portfolio lacked diversification, making their business vulnerable to adverse market conditions. With volatility and regulatory initiatives at an unprecedented high, the client was uncertain how growing their business would be possible.

Before a customer business review, the client navigated these issues on their own. The client was unaware of England Logistics' expansive modal product suite and strategic toolkit that could remediate their problems.



THE SOLUTION

To better understand and strategize around the client's needs, the national sales team conducted a customer business review. Once adequate understanding was accomplished, the national sales and client teams formulated the following strategy:

- **The England Logistics agent will provide regular rate consultations to promote a multidomestic freight strategy, particularly for Canadian loads, and leverage additional modal products to optimize their supply chain.**

This strategy included the utilization of England Logistics' vast carrier network to expand their modal offerings and optimize their routes. By calling on a collection of thousands of qualified carriers, the client was able to connect with drivers running the most ideal routes to cut costs and reduce deadhead miles.

Introducing LTL loads to their product matrix also reduced costs incurred by unused capacity. This meticulous curation of the ideal product make-up was tailored to the client's freight. The result would enable a greater margin-per-load and insulate the client's portfolio from domestic volatility.

- **Identify top-performing carriers and consolidate businesses for their use exclusively.**

This strategy would promote several benefits. Through stronger relationships with only a few carriers, the company had stronger negotiating power to secure ideal pricing. This strategy also mitigated the risk of failed loads by placing more business in the hands of credible carriers.

By limiting the volume of utilized carriers, the client was also able to reduce costs substantially through lean carrier management. Establishing preferred carriers would ultimately increase service, decrease cost, and lower claims.



THE RESULTS

Following the customer business review and implementation of the new strategy, the client increased its freight volume by 117%, representing an additional 55 loads year over year. The client also reduced its expenses and time-invested on non-optimized loads.

In addition to substantial new business, the client also expressed enthusiasm for the quality of service offered from business review to strategic implementation.

They regarded their representative as transparent, honest, responsive, knowledgeable, and helpful. They felt that their concerns and questions were promptly addressed with compassion. They had "no complaints" regarding the quality of service received.

The bolstered relationship between the client and England Logistics also empowered the client to consider England Logistics' many products for future strategy.

CONCLUSION

Despite overwhelming market pressures, an England Logistics Authorized Agent client increased their load volume by 117% year-over-year. This change was made possible by a customer business review that facilitated understanding, initiated a new strategy, and outlined a detailed plan of support to grow.

[Click here](#) to get started with the **England Logistics Authorized Agent program**.

