

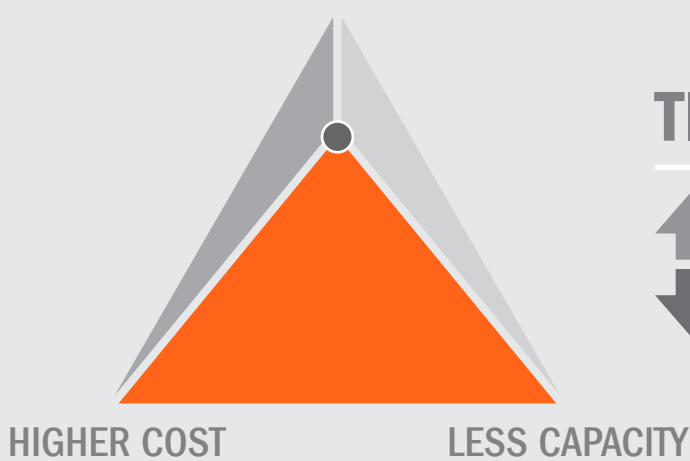
# BECOMING A SHIPPER OF CHOICE HAS NEVER BEEN MORE IMPORTANT

As prices rise and capacity vanishes, shippers face ever-increasing difficulty in balancing cost, capacity and service expectations.



## MARKET TENSION DEMANDS LEAD TO COMPROMISES

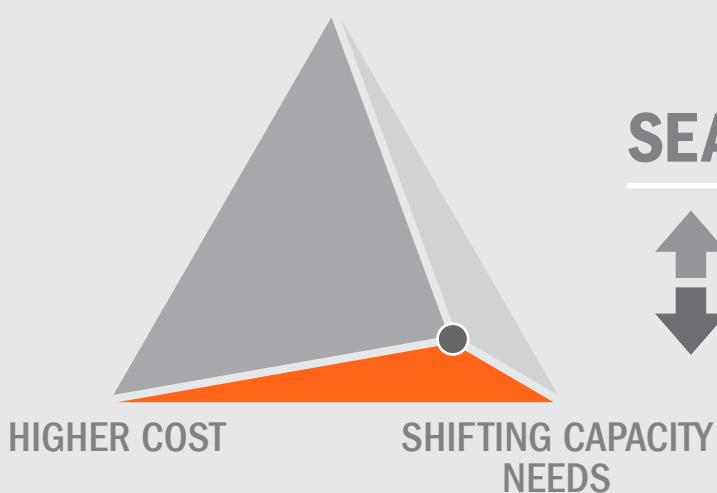
HIGH SERVICE NEEDS



TIGHT DELIVERY WINDOWS

↑ **HIGHER COST** &  
↓ **REDUCED CAPACITY**

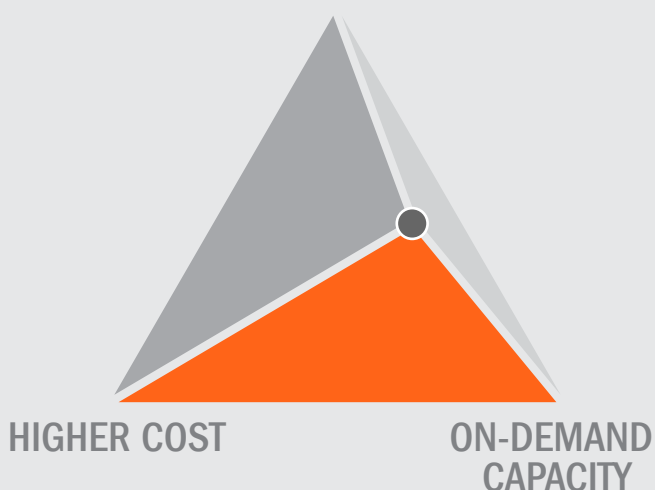
LOWER SERVICE



SEASONAL DEMAND SHIFTS

↑ **HIGHER COST** &  
↓ **LOWER SERVICE LEVELS**

SERVICE STABILITY



LACK OF FLEXIBILITY IN  
CAPACITY AND SERVICE

↑ **HIGHER COST**

## TACTICS TO TRY

- Have open pick-up and delivery times
- Preload trailers and containers
- Develop efficient check-in and check-out processes
- Be open to different service offerings
- Ship at off-peak times
- Provide driver-friendly facilities
- Plan ahead for accessorial charges