


PACKER FREIGHT

CASE
STUDY 

CREATING A SMARTER WORKFORCE
WITH FREIGHTWAVES SONAR

COMPANY

PROFILE

In order for Packer Freight to continue to scale, the company needed to lean into technology to help its sales and operations team make more strategic decisions.

A scrappy logistics company based in Green Bay, Wisconsin, Packer Freight opened its doors in 2019. Jordan LaPlant, Director of Customer Experience, joined Packer Freight at the perfect time as the company was primed for growth. LaPlant saw competitors were investing more into technology while Packer Freight was focused on relationships with its core customer base.

When the freight market heated up, it left the company in a void. The day-to-day operational team

members were tasked with covering more same-day loads on a daily basis and were not able to be as efficient as they would have liked. This is when leaders within the company began their search for technology to better equip employees and help them become more efficient.

Packer Freight turned to FreightWaves SONAR to educate its employees, allowing them to make better decisions while providing a “Why?” for the decisions they make. Additionally, the company is positioning itself for a change in the freight market cycle, with the goals of increasing its contract business, winning more RFPs and increasing its value to its core customer base.

THE PROBLEM

When the COVID-19 pandemic hit, freight brokerages across the country were inundated with volume, and those that had invested in technology were able to scale extremely quickly. For Packer Freight, the company leaned heavily into their relationships with current customers but fell behind in securing new business beyond upsells.

With the volume growth associated with the pandemic came an increased strain on operational employees, who had to cover 20 to 30 same-day loads. Packer Freight was faced with a question similar to many in the industry: **Do we add headcount to service the freight we currently have, or do we invest in the team members we already have and become as efficient as we can possibly be?**

In conversations with Packer Freight's core customer base, company leaders found that relationships matter and that investing more in people will ultimately be the right thing to do for the long run, setting themselves up for success when the market shifts. So while the company felt like it was falling behind in the technology arms race, it was differentiating itself by interacting more with its customers.

The company believed it could maintain the relationships with its core customer base while also improving its quoting ability, allowing Packer Freight to grow in the contract market in the years to come. The question was: **How do we accomplish this goal without straining relationships?**

THE OUTCOME

Despite the significant softening of the freight market from the peak of the COVID-19 boom, Packer Freight has managed to gain market share. While the vast majority of market players have been impacted by lower rates, the company was able to grow volumes during the freight recession of 2022-2023.

To invest in its people, Packer Freight has embraced technology, which has freed up operational staff to

work ahead. This allowed the company to scale and position itself appropriately for when the freight market turns. Unlike the last freight market cycle, the company will be able to add more individuals to continue growing Packer Freight's book of business while maintaining the service levels that distinguish it from competitors.

WHY SONAR?

For Jordan LaPlant, Director of Customer Experience at Packer Freight, the answer was simple: “[FreightWaves] SONAR felt like the whole package.”

While the company did have access to other sources of information, Packer Freight’s leaders believed that SONAR allowed individuals within the company to make the best decisions. Packer Freight had already been using spot market data in its quoting process but knew there was more data available and that being able to connect all of the data sources to tell a single story would make conversations with customers more impactful.

Packer Freight has been able to use the market intelligence — apart from just contract and spot

market rates — that FreightWaves SONAR provides to help educate its people, who in turn are able to make better decisions around pricing and have more informed conversations with customers.

Simply put, FreightWaves SONAR provides an answer to “Why?” for a decision that Packer Freight team members make on a daily basis.

In addition, the Packer Freight team highlighted the importance of having the FreightWaves customer success team to lean on with any questions. This has allowed Packer Freight to have a resource to guide them when going through the process of implementing freight market data into its operations.

THE PATH FORWARD

Packer Freight is optimistic about its prospects as it plans to expand its contract market, which provides a sense of security to many in the industry. The management team at Packer Freight is confident that by using FreightWaves SONAR, they will be able to conduct RFPs with greater precision and efficiency.

The company has ambitious plans for utilizing data. Packer Freight will continue to lean into its strategy

of being more service-oriented than its competitors while also creating a workforce armed with data to make the most accurate decisions based on the latest available information.

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