


HOW RGL LOGISTICS

**BECAME A
TRUSTED
ADVISOR
WITH SONAR**

CASE
STUDY 

COMPANY

PROFILE

RGL Logistics is a 120-year-old company based in Green Bay, Wisconsin. They started as a transportation, warehousing and distribution company and now offer fulfillment, co-packing and specialized services as well. As a logistics company, they move freight domestically across the US and Canada. Already a strong, well-established organization, they identified new opportunities for growth by partnering with SONAR.

RGL Logistics chose to invest in SONAR for both rate and supply/demand data. Almost immediately, the company saw value in more accurate rate data as they serviced new and existing customers. As a growing company, RGL was able to win more business and find opportunities for improved margins by gaining insights into rate movements faster than other providers were able to provide them.

THE REAL OPPORTUNITY

A company with a strong foundation understands disruption. RGL recognized the challenges thrown at the market in the post-COVID world and sought to offer balance and unique support. With the volumes of new capacity from smaller carriers in the market, RGL Logistics knew that brokers stood in a very unique position to manage that type of capacity in a way that could bring tailored solutions to their customers. By looking at customers' needs and overcoming fragmentation in the market, they were able to stand out.

And then a shift happened. The market turned as the supply of capacity surpassed demand, and RGL

Logistics knew they had to adjust their strategy and mindset. In monitoring the Carrier Details net revocations data in SONAR, they have watched capacity move back to a point of equilibrium in the market. By analyzing market-level supply and demand information, they were able to find pockets of opportunity before anyone else, and with more proactive data from the point of tender, they were able to step into new modes and regions with confidence. SONAR data has even empowered the organization in elevating sales and marketing efforts.

BECOMING A MARKET EXPERT

FOR THEIR
CUSTOMERS

There is a wealth of information in SONAR, but users don't have to find it all on their own. With daily and weekly content delivered directly to their inbox, RGL Logistics was able to gain valuable insights to stack onto their own findings. By learning key trends and analysis faster than they could find it anywhere else, the RGL team became a knowledgeable leader — standing now as a trusted advisor for customers and prospects.

By leaning into the expertise and depth of data available with SONAR, you can expect RGL Logistics to be around another 120+ years, and that's a legacy we'd all love to build. If you're looking to make this impact for your company, check out sonar.freightwaves.com.