




PINK PANTHERS LOGISTICS

IMPROVED WIN RATES WITH SONAR

CASE
STUDY 

COMPANY PROFILE

While standing out in the logistics space is challenging, for the Pink Panthers Group, it is paramount. The company has done a remarkable job of creating their unique brand by leaning into the eye-catching color of their logo and leveraging the use of caricatures to highlight the company culture even more on their website leadership page. To unlock a level of potential that matches its charm, Pink Panthers Group turned to SONAR. Since 2017, Pink Panthers Group has grown from one location in Lake Bluff, Illinois, to adding two more

US-based offices, along with four international locations based out of three countries. The center of their brokerage operation, referred to as Pink Panthers Logistics, is not the cheapest out there; however, this division prides itself on offering customers premier service at a fair rate. The incorporation of SONAR allowed for elevated levels of efficiency in their processes and an increased win rate in the spot market. This resulted in the organization being not only more efficient, but also more competitive.

FASTER DECISION-MAKING FOR BETTER SERVICE

As the company continued to grow, it became apparent to the leadership team that there was an increasing need to partner with a technology provider to reach its full potential. After relying on numerous data providers, a match was found following a training course at the FreightWaves Future of Freight Festival. Leadership found that SONAR, when utilized to its full potential, would generate a healthy return on investment while

allowing Pink Panthers to consolidate its data providers and offer maximum value to customers. Prior to utilizing SONAR, Pink Panthers Logistics employees relied on leadership to provide rates, which at times created a bottleneck in their operations. Now, by utilizing the FreightWaves Trusted Rate Assessment Consortium (TRAC), the team can gauge the feasibility of rates immediately.

INSTANT WINS IN THE SPOT MARKET

Adding SONAR to their tool belt allowed Pink Panthers to find near-immediate success in improving win rates. For a company with considerable exposure to the spot market, this has been pivotal to its continued growth.

Niko Naumchik, President of Pink Panthers Logistics, stated, "From a platform standpoint, SONAR is a great market insight and pricing tool. We look forward to moving to the Market Dashboard Plus RFP tool in the future."

Pink Panthers continues to evaluate SONAR features to further expand on their wins in the spot market and eventually dip their toes into the contact market.

To find out how SONAR can help your company win in the current market, visit SONAR.freightwaves.com.

