



# The Power of Collaboration: Why Shippers Should Use Freight Brokers Alongside Asset-Based Trucking Companies

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In a bustling marketplace where a smooth and efficient supply chain makes or breaks a business, shippers are constantly seeking out the most agile and customer-centric partners. In decades past, asset-based trucking companies have been the bedrock of freight transportation. However, the dynamics have shifted, and shippers – particularly small- to medium-sized manufacturers – are finding significant value in engaging freight brokers to manage their logistics. This strategic collaboration brings forth a myriad of benefits that extend far beyond traditional models, offering shippers a competitive edge in today's competitive, fast-paced economy.

## I. The Flexibility Factor

Small and medium-sized manufacturers often face the challenge of unpredictable demand, changing production schedules, or last-minute rush orders. While asset-based trucking companies offer scheduled services, their rigidity can become a liability when operating in such an environment. Conversely, freight brokers, with their extensive network of carriers, can swiftly adapt to these market volatilities, providing shippers with a safety net of flexibility. They operate on a non-asset-based structure, which allows for on-the-fly adjustments that asset carriers often struggle to accommodate.

## II. Amplifying Service Standards

One could say that service is the heart of logistics, and in this department, freight brokers have the greatest opportunity to excel. Unlike asset-based trucking companies, which depend solely on the capabilities of their own fleet, brokers tap into a diverse carrier network. This variety equips them to match each shipment with the most suitable carrier partner, considering multiple factors such as Hours of Service regulations and loading times. The result is an elevated standard of service that ensures timely and efficient delivery, even when unexpected variables come into play.

## III. Balancing the Books with Better Pricing

In an industry where margins are often razor-thin, cost control remains a top priority. Freight brokers, through their aggregated volume, wield greater negotiating power with carriers, translating to better rates that directly impact a shipper's bottom line. The absence of asset maintenance and operational costs in their business model also provides brokers with pricing flexibility that asset-based carriers simply don't have, allowing brokers to pass on these cost-savings to their customers, offering a price-point that asset-based carriers might struggle to match.

## IV. Communication: The Keystone of Customer Satisfaction

In today's interconnected world, real-time communication is non-negotiable. Brokers leverage state-of-the-art technology and dedicate staff to ensure that customers are kept in the loop at all times. Whether it's an update

on a delayed shipment or providing proactive solutions to potential issues, brokers' robust communication channels go a long way in bolstering trust and maintaining service excellence. Asset carriers, on the other hand, might lack the same level of tech infrastructure and dedicated customer service experience, especially within a smaller fleet.

## V. Streamlined Billing for a Hassle-Free Experience

The complexities of logistics billing can often be as convoluted as the supply chain itself. Asset-based carriers may charge fluctuating rates influenced by various internal and external factors. In contrast, freight brokers typically offer a more straightforward and transparent pricing structure that remains relatively unchanged for the duration of the service agreement. This consistency not only simplifies the financial aspect but also allows for easier budget forecasting — a feature that shippers truly appreciate.

## VI. Reporting: Insights That Drive Decisions

Understanding the finer details of your logistics operations can provide invaluable insights for process refinement and strategic decision-making. This is where freight brokers shine, offering custom reporting services tailored to the unique needs of each shipper. Whether it's operational metrics or financial breakdowns, these reports empower shippers to make data-driven choices that optimize their supply chain. Undoubtedly, this level of detailed reporting is harder to come by when dealing solely with asset-based trucking companies.

## VII. A Dedicated Point of Contact

Finally, the convenience of a single point-of-contact cannot be overstated. By partnering with a freight broker, shippers are typically assigned a specific customer service representative who becomes intimately familiar with their account. This personal touch streamlines the communication process, reducing the bureaucratic layers that can sometimes hinder timely and effective interaction. In contrast, the larger, more impersonal nature of asset carriers' customer service may not offer the same level of relationship and understanding of a shipper's unique needs.

At TAB, we provide our customers with the experience of a modern logistics partner while also providing access to our asset-based side of the house, offering an unparalleled customer experience. For the forward-thinking shipper, exploring this dual approach could lead to enhanced operational efficiency, elevated customer service levels and a better cost structure, as our customers experience every day.

To learn more about shipping with the professionals at TAB, simply [request a Discovery Call](#) with our solutions team.

