

WINMORE RFP COLLABORATION

WINNING MORE SHIPPERS



Caitlin Meaden

Director of Sales
and Marketing

- Responsible for shipper-facing sales, strategic sourcing and pricing.
- Manages spot market and contracted rate business
- 11 years in the logistics industry, including Redwood Logistics

Case Study in RFP Success

Featuring



Why Winmore?

- Contracted rates through RFPs are viewed as the “Bedrock of their Business.”
- Commercial teams could not keep up with volume and complexity of RFPs, leading to customer shortfalls.
- Limited visibility of the RFP process leading to sleepless nights and fire drills.
- Difficult (if not impossible) to track down and analyze prior bids by shipper and by vertical.

Winmore Business Value

- Implemented Winmore as RFP System of Record to stabilize and grow contracted rate business.
- Enabled collaboration across sales, carriers and pricing to qualify and accelerate bid responses and approvals.
- Improved quality of bid responses, resulting in **25% growth in win rates.**
- Accelerated time to respond to RFPs by 20%.



Customer Success Platform for Logistics

How did you manage RFPs before Winmore?

Our sales team relied on emails and phone conversations. There were no controls or visibility into the bid and RFP workflows. It was a little scary. We kept countless versions of the same spreadsheets, so we didn't lose historical pricing and lane data. Finding that information at the right time was very tedious and to be candid, very draining.

How did the changes in contracted rate RFPs impact your relationships with shippers?

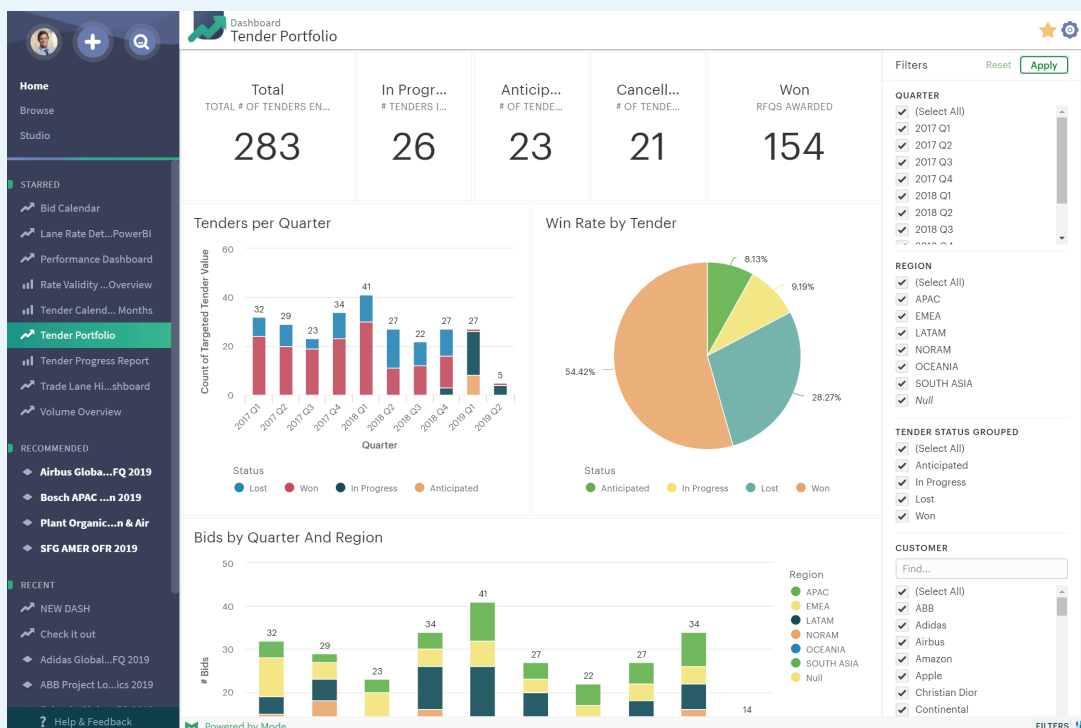
We struggled with getting information back to customers and responding to RFPs in a timely manner. Either the customer communications broke down or the information was lost as we were trying to meet the deadlines. This caused distress with our largest customers because we pride ourselves on our service and our commitment that we're going to create a great customer experience.



Was there a turning point when you realized, "Now, is the time to act?"

We talked about needing a software for processing RFPs and we had a vision, but before Winmore, we couldn't find a software tool that would solve our pain. At the beginning of this year when the markets shifted, suddenly, customers wanted to do RFPs and we saw things start to change. Shippers learned from their lessons and they're approaching RFPs differently, offering quarterly awards instead of annual terms. As a result of the market dynamic, we'd have breakdowns in customer communication, which is a service failure in our view.

By putting RFPs, pricing and bid information into a software where everyone across the organization can see and use the same information, it makes a huge difference in driving efficiencies across our commercial operations.



Genpro uses Winmore Bid Analytics to assess lane profitability and shore up contracted rates in a volatile market by responding to RFP's faster than their competitors.

Why Winmore?

We liked the fact that Winmore understands our business and is exclusively focused on the logistics industry. Trying to make software that is originally designed for other industries work in logistics is very difficult and as a result, very expensive.

Winmore is also very easy to use, which is important in logistics because some of our employees are not very tech-savvy. We find that our employees can learn Winmore easily, which results in higher adoption. They can follow the workflows and bids without much in the way of training.

Finally, Winmore engages with us and brings new ideas in the product and through its people. We are becoming a better transportation and logistics company by adopting new features in the software and learning from other 3PLs on the Winmore application platform.

How has your team responded to Winmore?

Winmore's workflow creates accountability for us, which makes a big difference. Customers are coming to us with more and more information, so we need to understand and act on that data quickly. We take a hard look at each RFP and ensure that everyone knows what's expected of them to meet the submission deadline or even submit ahead of schedule, which is something we never imagined we could do!

How will Winmore help you lead your team as Director of Sales?

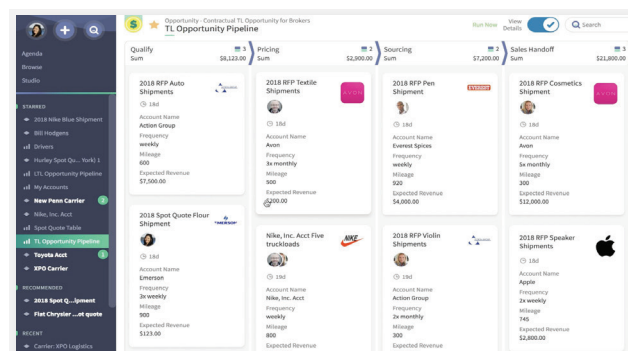
Winmore enables us to be more agile and helps us scale and grow. Right now, we expect an environment of more and more RFPs. Shippers are focused on the contract freight, but with hurricanes, regulatory pressure or carriers going out of business and capacity tightening, that could flip again. With Winmore, we know we can find the balance between markets and stay ahead of our competition in the process.

Contracted Rates are the “Bedrock” of our business...with Winmore we can be more agile to manage the volatility and turn it into an advantage by moving faster than our competitors.

What are the most significant results of using Winmore?

We have visibility into who we're working with and the services we're offering. Winmore helps us understand the demand while automating a big chunk of the RFP process. With Winmore, we are creating and delivering the best service experience for our shippers.

Winmore's analytics allows us to use data to make decisions, as opposed to relying on hunches or intuition. We can look at the data in easy-to-understand graphs to see opportunities in lanes and services that were previously buried in inboxes. There's an entirely new level of precision that we have with Winmore to identify trends and constantly improve our business in the process.



Winmore's at-a-glance dashboards provide a view of the RFP Pipeline and manage tasks across pricing, product, sales and carrier teams.



ABOUT WINMORE

Customer Success Platform for Logistics Companies

Winmore's Customer Success Platform helps commercial teams win more RFPs, accelerate time-to-value and build customer relationships at scale.

- **Bid and Tender Collaboration** for commercial, pricing, contracts and product teams to qualify and respond to RFPs and tenders, boosting win rates.
- **Customer Solution On-Boarding** for managing complex on-boarding customer implementations, accelerating time-to-value, reducing the risk of scope creep and improving operating margin.
- **Business Process Design Studio**, a drag-and-drop business process modeling tool for developing multi-stage, collaborative workflows to bring your custom processes to life.

Winmore powers the customer success initiatives at some of the world's most respected logistics service providers, including carriers such as Averitt Express, brokers like CH Robinson, forwarders including Kuehne + Nagel and contract logistics providers such as LF Logistics.

Winmore was recently recognized by FreightWaves as a *FreightTech 100*, an award reserved for the most innovative software companies in the world.

Learn more at winmore.app



1390 Market St, Suite 200,
San Francisco CA 94102
info@winmore.app