



# ***How the Right LTL Shipping Partner Can Improve LTL eCommerce Experiences***

As eCommerce becomes an increasingly vital part of every LTL shipper's business, the right LTL shipping partner is more important than ever. Working with the right LTL shipping partner will deliver countless benefits—not only to shippers, but to their customers as well.

At ReTrans Freight, we're committed to providing LTL shipping experiences that promote efficiency, flexibility and transparency. In this eBook, we'll explain what this looks like.



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## *Simple but Sophisticated*

When done effectively, LTL shipping works much like the parcel industry (i.e., a hub-and-spoke model) but with larger packages and shipments. Because the classification and pricing system is very different, it can be confusing. The right partner can eliminate the cumbersome LTL shipping processes that typically create challenges between the manufacturer, carrier and end customer—which means LTL shipping experiences are made just as simple as shipping a small parcel.

***It all starts with the right transportation management software.***

At ReTrans Freight, we can provide a turnkey solution that includes a customizable self-service website and app that you can use whether you have a transportation management system (TMS) or not. The ReTrans Freight system can integrate with existing systems or serve as a standalone solution for all your LTL shipping needs.




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Our transportation management software offers these features to help improve your LTL shipping processes—and create effortless, small parcel-like LTL shipping experiences for your customers:


- Customer tracking and vendor routing websites that are branded to your organization
- APIs, EDI and custom data extracts
- The ability to see when transactions process
- Images associated with the transaction
- Visibility into audits and recommendations by ReTrans Freight
- Data center colocation to ensure systems are available 24/7

These powerful features can seamlessly integrate into an existing system and complement it by working with existing ERPs, sales-order platforms, purchasing-order platforms, accounting systems and more. It can also work as a sophisticated standalone tool.



**RTF DEMO**  
Choose Client

### LTL Vendor Routing



**Industry Leaders In Transportation Management**

- Carrier Routings and Optimization
- Consolidated Freight Bill Administration
- Management Information Tools
- Suite of Technology Offerings

**Shipping Information**


Origin Zip: 02728  
Destination Zip: 90218  
Direction: Inbound  
Shipment Date: 2/7/2019  
Pallet Count: 0  
PO Number:  
Longest Piece (ft/in): 0' / 0"

**Line Items**

Class	Weight	Class	Weight
60	800		0
	0		0
	0		0
	0		0

Submit

Constructive  
Constructive  
Extreme  
Hazardous  
Inside D  
Inside P  
Lift Gate  
Lift Gate  
Limited  
Limited  
Non Com  
Non Com  
Notify B  
Resident  
Resident  
Trade S  
Trade S



Welcome ReTrans Freight D

### Freight Dashboard


Cost By Month Selected Date Range: 30 Days WTC Date Pickup Date

Start Date: End Date:

Advanced LTL Truckload Other AA By Direction

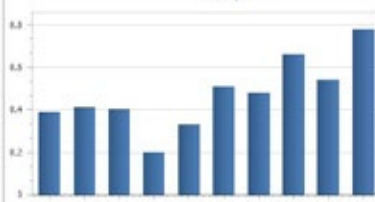
Carrier	Size	Cost	Weight	Bill Count	Cost/Lb	Cost/Lb	Weight/Lb
SAA VICTOR FREIGHT LINES	SAA	\$145,420.75	375,699	594	\$243.08	\$0.39	639
USF REDDARWAY	RETL	\$49,276.90	166,369	561	\$430.29	\$0.41	1,046
SOUTHEASTERN FREIGHT LINES	SEPL	\$26,106.80	67,489	246	\$100.33	\$0.40	274
RETRANS CANADA	RECA	\$24,833.83	123,489	131	\$189.57	\$0.29	943
DAYTON FREIGHT LINES	DAFG	\$13,326.34	45,672	88	\$151.58	\$0.33	498
A. DUE FIVE	PFLE	\$12,676.40	23,739	49	\$245.88	\$0.51	404
UPS FREIGHT	UPGF	\$7,915.21	16,448	40	\$197.88	\$0.48	411
YRC FREIGHT	RDNY	\$6,000.00	5,299	22	\$277.25	\$0.50	420
STES EXPRESS LINES	EXLA	\$5,853.38	10,525	22	\$260.06	\$0.54	497
OLD DOMINION FREIGHT LINES	OLDN	\$773.83	507	4	\$193.48	\$0.79	249
		\$315,452.04	\$41,440	1,357	\$232.49	\$0.37	629

**Cost**



- SAA: 43.95 %
- RETL: 21.04 %
- SEPL: 8.32 %
- RECA: 7.87 %
- DAFG: 4.23 %
- PFLE: 3.83 %
- UPGF: 2.51 %
- RDNY: 1.93 %
- EXLA: 1.86 %
- OLDN: 0.25 %

**Cost/Lb**



Cost/Lb





## Tailored to Your Needs

The ability to integrate is only one customization option. We also deliver services and capabilities based on your needs and expectations.

**The turnkey solution:** We can offer an LTL shipping solution that fully integrates into your existing TMS—or it can stand alone. Some ReTrans Freight customers have rates integrated into their systems and use our eCommerce tools to provide accurate LTL rates in their site's online shopping cart, making their customers' ordering and estimated pricing seamless.

**On-demand expertise:** If you're relying on a completely manual solution to route shipments—or manual solutions are used throughout your LTL shipping process—ReTrans Freight can provide guidance when requested to supplement your manual solutions.

**A hybrid approach:** Customers can choose only to use the ReTrans Freight web portal for shipment information and then manually enter it into their own TMS. This allows you to deliver accurate rate quotes and other information to your customers without the integrations.



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## Intuitive and Powerful

One of the reasons eCommerce providers like Amazon have exploded in popularity is the simplified user experiences they create. LTL solutions can be just as easy to use. An LTL shipping partner like ReTrans Freight provides eCommerce solutions and capabilities that nearly mimic the small package experience. That means we can provide the user-friendly experiences that your customers are coming to expect, including:



Fast access to the best possible rates and carriers



Real-time routing and vendor rating information



The ability to track each shipment from door to door

The best LTL providers are taking what consumer eCommerce shipping software offers and applying it to a commercial system. This means that anyone in your organization can manage LTL shipping with very little training or industry experience.



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## Cost-Effective

The right eCommerce software isn't just user-friendly. It's also much more effective at estimating shipping costs and finding the best solution for each LTL shipment. This means you receive the carrier and rate information that ensures you're not leaving money on the table or otherwise eroding profit margins.

This entire process can be automated, which maximizes efficiency and provides the best rates and shippers for any given job.

## Customer-Centric

The freight management partner you choose for your LTL shipping needs should look out for your interests first. A partner who wants to ensure your needs are met consistently on a long-term basis will seek to improve your LTL shipping operations, experience and profitability. They'll offer LTL freight solutions that are geared for success over the long haul.





## Flexible

When it comes to LTL shipping, you should be calling the shots. The right LTL freight management partner should act as a consultant who presents options and offers the pros and cons of different carriers and approaches. They should have a deep and sophisticated network backed by an understanding of your needs, goals and expectations. They'll present you with informative data and deliver the solutions that meet your needs.

## Transparent

No matter how simple the software, the LTL shipment pricing can confuse even the most seasoned shipping professional. LTL shipment costs can vary a lot because they're dependent on how the freight is classified. LTL shipping partners should be able to help you understand how freight should be classified and how those classifications affect prices.








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## Make Your LTL Shipping Better for Your Customers

In every partnership, ReTrans Freight works to build the right LTL shipping solution for the unique needs of each customer. Our ultimate goal is to enhance your customers' experiences.

This is why we've developed transportation management software that can either stand alone or integrate with your systems to deliver:

-  Accurate LTL freight rates right to your online shopping cart at time of purchase
-  Automatic shipment tracking that provides precise ETAs
-  Flexibility in terms of offering only the features that you want and need
-  Real-time carrier routing and rating information
-  Expert freight administration and reporting

All of the ReTrans Freight's technology is backed by superb customer service, run by a dedicated industry expert account executive and backed by representatives trained to handle any questions you may have. We also facilitate communication between shippers and carriers, based on customer desires and expectations.

It's all about meeting your needs.

## Get Started Today

Give your customers the small parcel experience for their LTL freight. To see how you can start improving the eCommerce experience for your customers while saving money and enjoying sophisticated features and benefits, try ReTrans Freight's [Risk-Free Freight Savings Analysis](#).

