


A decorative graphic on a yellow background with a grid pattern. It features a white circle with the number '9' inside, connected by a thin white line to a vertical bar that is white on the left and yellow on the right. To the right, there are three vertical bars of varying heights and colors (white, yellow, white), each with a small circle at its base.

9

Collaborate  
with your carrier  
partners



## Recent years have highlighted the importance of breaking down barriers and fostering greater collaboration between shippers and carriers.

In the past, there has often been an adversarial mindset of “us versus them.” Shippers aimed to secure the best discounts, while carriers pursued top revenue for their services on specific lanes. However, both parties today now recognise the value of working together to establish mutually beneficial outcomes.

Collaboration is defined as “the act of working together with other people or organisations to create or achieve something”. Historically, there has been a lot of talk about the importance of supply chain collaboration, but it hasn’t been practiced as much. To leverage the spot market, collaboration between shippers and carriers is undoubtedly an area that needs to be developed.

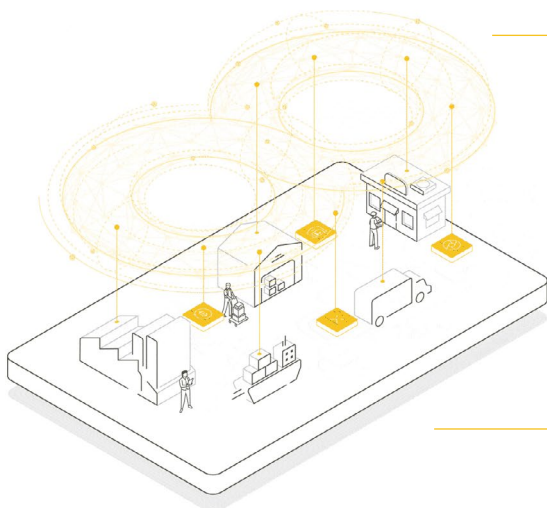
In today’s highly competitive operating environment, effective communication plays a vital role in fostering strong relationships between shippers and carriers. By leveraging the latest advancements in transportation management platforms, shippers now have the opportunity to bridge the gap with carriers by seamlessly connecting on a unified platform, leading to mutually beneficial outcomes.

One of the ways shippers can use technology to collaborate with carriers is when handling shipments that exhibit inconsistent patterns. This includes scenarios where shipments are irregularly distributed throughout weekdays, or when the destination is determined in proximity to the shipment date. In such instances, **it is crucial to collaborate with carriers to reduce empty miles and capitalise on the backhaul spot market, which plays a strategic role in carriers’ cost structure and truck relocation.** Instead of confining operations within existing blanket contract rates, embracing the spot market enables shippers to

tap into backhaul demand, increasing the likelihood of securing transportation for their shipments at prices below the market rates. Importantly, this practice also contributes to reducing your carbon footprint as you reduce empty miles and carbon emissions.

Another great way to leverage technology to collaborate with carriers is using a Transportation Management Platform for data-driven decision making. Such solutions connect shippers and carriers on a unified platform where they can seamlessly share data and enjoy end-to-end visibility, enabling informed conversations, setting realistic expectations, and promoting mutual accountability. **Making decisions and engaging in discussions based on a single source of data ensures transparency and eliminates the possibility of withholding information, keeping all parties grounded and fostering a culture of openness.**

Another challenge in the transportation industry is the capacity and labour shortage, which pose challenges for both shippers and carriers. To distinguish themselves from competitors, shippers are adopting strategies to reduce dwell time and enhance communication. Dwell time is a key concern for transportation providers, as it can result in missed deliveries and dissatisfied drivers. By utilising a unified platform in collaboration with shippers, carriers gain the advantage of accessing data to identify which shippers will receive capacity, streamlining the allocation process.



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**Enhance your transportation operations by fostering collaboration with carrier partners, sharing end-to-end visibility data and making informed, data-driven decisions with Transporeon.**

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# Key takeaways

Shippers and carriers recognise the need for collaboration and are moving away from an adversarial mindset. Leveraging transportation management platforms can facilitate effective communication, by connecting both parties on a unified platform. This leads to mutually beneficial outcomes, such as overall industry efficiency, optimising backhaul opportunities and reducing empty miles. Transportation Management Platforms also allow shippers and carriers to share data and enjoy end-to-end visibility, enabling informed conversations that set realistic expectations and promote mutual accountability. Digital platforms also foster collaboration to address industry challenges, like capacity and labour shortages, allowing carriers to streamline allocation processes and identify shippers receiving capacity.