

Roadrunner Freight

Grow with Experian



About the Client:



Roadrunner provides high-quality, scalable LTL freight services to shippers in major metros across the United States. Their “Ship It Like You Own It” culture means that they treat each and every shipment as if it’s their own precious cargo, delivering accountability and ownership of the shipping process that customers can rely on.

Their LTL carrier services are powered by over 900 dependable independent contractors who are eager to deliver customer freight to where it needs to be. Through 21 brick-and-mortar service centers, strategic rail partnerships, and over 100+ pickup and delivery partners, their network enables customers to ship to all major cities in the United States.

Summary:



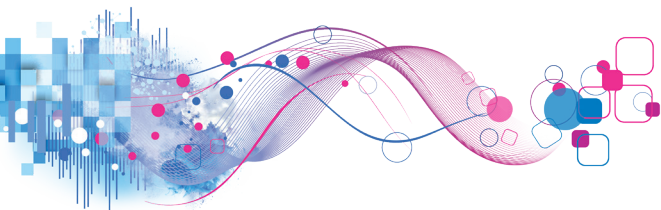
Roadrunner is committed to modernizing and maintaining a competitive edge in its industry. The “Path to Modernization” helped get Roadrunner to where they want to be through BusinessIQSM — Experian’s modern online platform. Dissatisfaction with their current data provider prompted consideration of a switch. Despite the inherent challenges of such a transition, Roadrunner was highly impressed with our offerings and saw it as an opportunity for growth.

The proposed proof of concept involved a trial with BusinessIQ to assess the Premier Profile report, Portfolio Scoring and Alerts. The preliminary analysis indicated a significantly high-rate return, with a success rate of 93%, surpassing the performance previously experienced with another vendor, which was in the 80s.

This collaboration with Experian aligns with Roadrunner’s vision of growth and modernization, demonstrating a commitment to meet the company where it currently stands and providing the necessary support to achieve its desired business expansion.

“The relationship with Experian is they are a **true** partner.”

— Dan Shantler, Director of Credit and Collections



Key Metrics:



Hit rate analysis returned a very high success rate of performance at 93+%.

Product Solution:



Product Name: BusinessIQ Premier Profile report, Account Monitoring ServiceSM, Online Credit Application

Sales Process Summary:



Motivating factors:

Their drive to expand and pursue a more assertive sales strategy compelled Roadrunner to reevaluate their market approach.

- Previously focused on larger accounts, they now seek to streamline operations and target small to midsize deals.
- In their growth journey, they seek a partner with access to up-to-date Canadian data, and we perfectly align with their requirements.

What worked:

Their determination to expand their business fueled their interest in marketing following the transition, particularly by using look-alike audiences.

- We conducted a demonstration using marketing services, and Roadrunner appreciated the user-friendly and intuitive interface of our platform, Business TargetIQ, as well as the added credit layer for refining their prospect targeting by filtering out undesirable prospects. The feature set was particularly impressive.
- They're enthusiastic about contributing to data resources.

Lessons learned/challenges:

Roadrunner acknowledges the challenges of making a switch, as it's never a straightforward decision, but well worth it when you find the right provider for you.