

10

# Ways to Measure Freight Broker Effectiveness.



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How do you measure the effectiveness of your freight broker?

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How do you know the broker you are working with is the right one?

Small business owners and shippers everywhere rely on their freight broker to get them the solutions they need and to help them reach their **goals.**

We break it all down for you with 10 ways to measure freight broker effectiveness, so you can make sure your shipping department is getting all the necessary support it needs.



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## Credentials.

Freight brokers must be licensed through the Federal Motor Carrier Safety Administration (FMCSA). According to federal regulations, anyone who arranges freight transportation must carry a property broker license.

To become licensed, freight brokers must carry proper insurance and be bonded to protect shippers and carriers from fraud and illegal activity. Working with accredited freight brokers who have gone through the proper channels gives you peace of mind moving forward and doing business with them. You can look up licensed freight brokers [here](#).





## History & Integrity.

Freight brokers rely on experience and carrier relationships to succeed. You rely on freight brokers for their buying power and expertise. It takes time to understand the ins and outs of freight shipping. As such, you should make sure your broker has had the time to build and maintain deep relationships with carriers and independent trucking companies. The longer a freight broker has been in business, the more connections they have with carriers and trucking companies. That means more options and the ability to customize shipping solutions for your small business. In addition, an effective freight broker will be able to help you adapt and respond to industry changes as they occur.





## Overall Value.

Deep carrier relationships are based on freight volumes, usability and time. Every year, carriers pass along [General Rate Increases \(GRIs\)](#) to freight brokers and shippers. A top freight broker can absorb rate increases by leveraging market position and volume to negotiate a lower rate for brokered shipments. Your freight broker should be able to provide you the best rates in the business even when GRIs come along. A freight broker with long-standing, effective relationships with carriers means they get the best discounts on carrier rates and can then pass the savings along to shippers. As a small business owner or operator, you know that reducing your spend without compromising quality is a priority. A freight broker helps you do just that for your shipping needs.





## The Right Service.

Not every freight broker is created equal. Most freight brokers offer a variety of modes and services, but specialization can be a selling point on whether to partner with one, depending on your needs. For example, not all freight brokers may be able to handle a cross-border shipment from the United States into Canada. Perhaps you need to ship unique commodities, like hand sanitizer, fireworks, refrigerated items or medications. Different freight shipments have different service needs, so you need a broker with specialized industry knowledge to address your specific shipping needs.



### Questions to consider when evaluating a freight broker:

Did your freight broker find a carrier with enough capacity?  
Did you need more than one carrier or truck to take your loads?  
Does shipment require permits, trucks or additional handling?

Asking these questions and analyzing what your current freight broker has been able to do for you can help you identify any unfulfilled needs and save you time and money.



# Insurance Options & Claims Process.

Unfortunately, damage and loss are an unavoidable risk of freight transportation. How your freight broker handles the claims process makes all the difference. An effective freight broker will offer the option to purchase additional freight insurance on top of the limited liability coverage provided by the carrier.

Freight insurance can help protect you from unexpected damage and loss. Some types of freight are simply more valuable than others and the limited liability coverage may not fully cover damage or loss for your shipment. You want to work with a freight broker who can quickly respond to errors and help you find [easy ways to avoid freight damage and loss claims](#) altogether.

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## Response Time & Reliability.

Speaking of response time, not all freight brokers are held to the same standards. You don't want to start shipping with a freight broker only to realize it's more time consuming dealing with them rather than moving the freight itself. Look up the broker's Better Business Bureau (BBB) profile to gain a better grasp for their level of reliability. A high BBB rating can help you quickly determine if a freight brokerage is in good standing with its shippers, vendors and carriers. You can also learn about how the freight broker handled any issues filed with the BBB.

At some point, you'll likely need to respond to changes in the market or unexpected events in your supply chain quickly. Select a freight broker who will be there for you in times of need or when you must make a hard, pressing decision fast.







## Communication.

Your freight broker should be quick to return your calls and messages. Look for a brokerage that puts a team to work for you. Like a superhero, every great freight broker has backup. Your broker should also communicate via your preferred method. If you prefer email communication over phone calls, your freight broker should accommodate your request. The freight broker you choose should be an extension of your shipping department, a phone call or message away. It doesn't have to be during the freight broker's operating hours either! Make sure you have access to a broker's agent through your preferred channel of communication.





## The Human Touch.

Customer service is the face of any major brand or company. And the same goes for your freight broker. It's no question that [shippers and 3PLs work better together](#). 3PLs or freight brokers understand the human side of your small business and supply chain. Customer service is at the top of your list too, so you want a freight broker who understands your small business shipping needs in order to keep your customers happy. That's where the true effectiveness of a freight broker is. You need to have a personalized shipping agent handling your shipment who also understands your unique business and shipping needs.

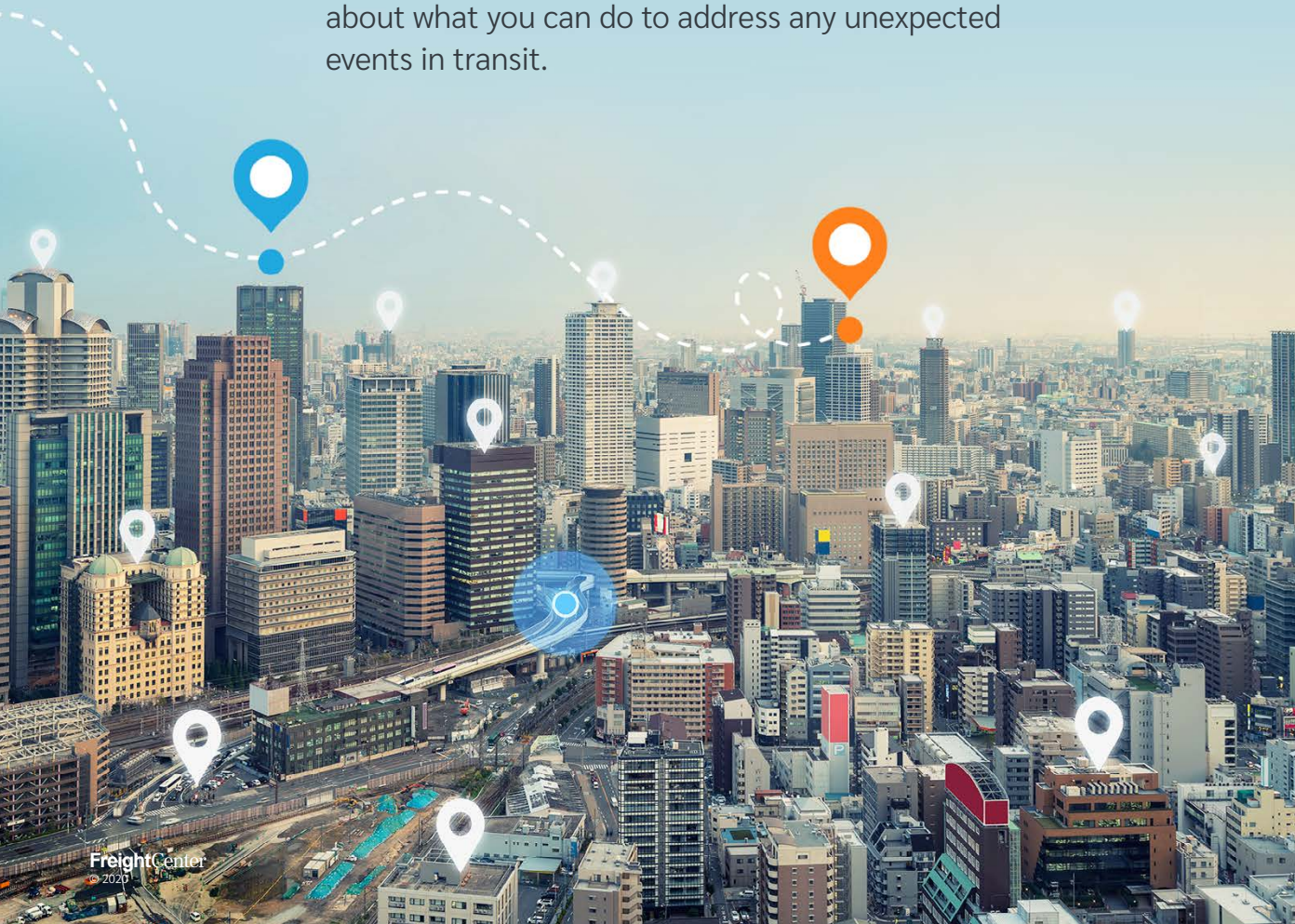






## Tracking & Visibility.

Where is my freight? That's the daily question you're tasked with answering for your customer. The right freight broker provides freight visibility. Your freight broker should have a tracking system in place that helps you keep an eye on deliveries. Most freight brokers offer online tracking or will keep you updated via phone, email or text message. Having a freight broker's extra set of eyes and ears tracking and monitoring your shipment provides expert insights about why a delay might be happening and solutions about what you can do to address any unexpected events in transit.



# 1

## Technology.

There are few technologically savvy 3PLs that offer an all-in-one online experience for business owners and shippers. Having access to your shipments and managing your shipments online is important, so choose a freight broker that gives you access to their [Transportation Management System \(TMS\)](#). Brokers and high-volume shippers use TMS software to calculate freight rates and generate paperwork, along with other functionality. It's a centralized platform for everything you'll need when it comes to supply chain management. Partnering with a freight broker who utilizes a TMS puts time back in your hands.



# FreightCenter is the right 3PL for you.

When it comes to finding a 3PL that meets all 10 of these criteria for freight broker effectiveness, look no further than FreightCenter. With a large network of carrier relationships to leverage, expert shipping agents ready to provide guidance and find solutions and the best TMS in the business, FreightCenter is the most effective freight broker your small business could partner with. Experience the FreightCenter difference today.



# Contact us.

## We're here to help.

Get started with an [instant quote](#) on our free TMS solution. Or talk to one of our expert shipping agents today at [\(844\) 212-7447](#).

