



- Advertisement -

C.H. Robinson boasts transportation cost savings of up to 65 percent

June 13, 2022

Global logistics company [C.H. Robinson](#) has delivered nearly 2.7 million digital quotes in the past year as well as 1 million in Q1 2022 alone, a 54 percent increase over Q1 of 2021. The acceleration of digital B2B supply chain connectivity has translated into spot transportation cost savings of up to 65 percent for shippers.

These integrations, which now include connections with more than 35 transportation management systems and enterprise resource planning platforms and hundreds of customer routing guides directly, offer access to automated freight bids, guaranteed capacity, and benchmarking and analysis to reveal competitive market rates in real-time that can be booked directly within whatever native platform the shipper is using for managing transportation. During historically high spot market rates of the past year, this served as a safety net of capacity for shippers of all sizes seeing increased route guide failure. While now in a softening market, it provides easy opportunity to quickly take advantage of lower rates.

In Q1 2022, two-thirds of C.H. Robinson's spot business was priced through its dynamic pricing engine delivering real-time rates and capacity assurance from the network of truckload carriers in North America, and savings included:

- **Up to 65% cost savings for connected shippers:**
 - Those with route guide integration in their existing TMS saw up to 65 percent savings on transportation costs, with an average of 10-20 percent savings, compared to those quoting and booking without a route guide integration
 - Those with route guide integration were 75 percent less likely to be penalized with spot rate premiums when compared to quoting through the traditional spot market
- **Thousands of hours of time savings for connected shippers:** Those connected to C.H. Robinson's dynamic pricing engine are provided instant rates on spot loads, eliminating manual work and saving individual customers thousands of hours a month

"When we connected with C.H. Robinson, we were looking to add digital capabilities as we wanted to reduce manual processes associated with spot rating, especially when market pricing was highly volatile," said Bob Maxwell, global category lead for transport and warehouse, Bayer Crop Science. "C.H. Robinson's technology platform provides us with real-time market rates that we rely on to make the smartest decisions possible for our shipments. We instantaneously get the most competitive rates that we can book with one click, saving us thousands of hours so far."

In a recent survey of C.H. Robinson customers, 75 percent said the market volatility of the past year increased their need for new supply chain technology, automation and predictive analytics, and 50 percent said they have increased adoption of this kind of technology. Respondents also listed market volatility, limited capacity, and pressure to reduce costs as top pain points this year. As an end-to-end, multi-modal TMS, Navisphere's technology addresses these issues and offers more of what shippers are looking for in today's market, by enabling them to efficiently manage everything from planning and optimization to reporting and analytics, including multiple regions and modes of transportation across the global supply chain.

“Shippers are under more pressure than ever to save time, reduce costs, and do more with less — all while navigating a disrupted and ever-changing market. Our technology and unmatched scale enable flexibility and quick action for our customers in any market, so we can help shippers of all sizes take advantage of the most competitive rates available and execute in the most efficient way possible,” said Mac Pinkerton, president of North American Surface Transportation at C.H. Robinson.

[Print](#)