

The background features a network of light blue icons connected by thin lines. The icons include a large truck icon in the upper right and several smaller box icons with upward arrows, scattered throughout the page. The overall theme is logistics and shipping.

**FreightFriend
Case Study &
Customer Testimonial**

FREIGHTFRIEND

AI Logistics Group is a full service 3PL based out of Atlanta, GA. Founded by NBA veteran Antonio Davis, the company works with companies across North American and specializes in partnering with minority- and women-owned asset carriers and helping governmental agencies and corporations achieve their supplier diversity goals. In addition to brokerage services, AI Logistics offers training and support for truckers and carrier partners.

Problem

AI Logistics wanted a better way to find capacity as they onboarded new clients and lessen their reliance on social media and public load boards. They looked for a software that would help them service their clients quickly and build relationships with higher quality carriers. Additionally, they needed a solution that would give them a 360-degree view of their freight and capacity so that they could offer multi-lane opportunities instead of individual transactions, whenever possible.

Result

Since adopting FreightFriend, AI Logistics has earned new and additional business, which includes some of their largest Fortune 100 clients, and increased the number of relationship carriers.

FREIGHTFRIEND

Case Study:

A new shipper reached out and asked if AI Logistics could find them tankers running from a new U.S. plant to western Canada. At the time, the 3PL primarily worked with other equipment and did not have an immediate connection with a carrier that specialized in tankers. Caleb Evans, AI Logistics' Vice President of Operations, however, was open to the challenge.

Immediately after taking the call, Evans opened up FreightFriend's **Search New Carriers** tool to find a ranked list of carriers that aligned with the customer's criteria. Working with the FreightFriend team, he was able to narrow it down to 15 potential cross-border carriers and found success with the second carrier on the list.

Within 48 hours, Evans dedicated five tankers per week for his customer with a carrier that does <1% of its business with brokers.

Testimonial:

"They are the perfect carrier for the job," Evans said. "We would have never found them had it not been for FreightFriend. No way."

Not only is the carrier professional and reliable, he said, but they are located only 90 minutes from a key co-packer. The close proximity helps AI Logistics reduce detention fees for their customer since the tankers are able to stay in the yard until the product is ready.

"I found the right carrier, at the right time, in the right place."



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