

EXCLUSIVE REPORT

FROM DIRTY LITTLE SECRET TO

# HIDDEN GEM

UNCOVERING THE OPPORTUNITIES  
IN EXPEDITED TRANSPORT

**CAN•DOR**  
ACCOUNTABLE SHIPPING



# EXCLUSIVE REPORT



## Candor Expedite, Inc.

For far too long, shippers have viewed expedited transport as something to avoid unless absolutely necessary. But when done correctly, expedited brings crucial benefits and can serve as an integral part of your overall transportation strategy.

### KEY TAKEAWAYS

Expedited delivery should not be considered a “dirty little secret.” Instead, your expedited provider can become an essential partner in your transportation network.

Expedited isn't just for emergencies! It should be an important part of a well-crafted transportation strategy.

While “expedited” is often equated with “expensive,” that basic connection misses the bigger picture. When treated as a strategic part of your transport plan, expedited can save time and money and boost your end customers' satisfaction.

It's not as hard as you think to integrate expedited services into your existing transportation strategy.

When picking an expedited provider, make sure you go with an experienced specialist who knows exactly how to deliver based on your needs.





# FACING CHANGE & CHALLENGES WITH SMART TRANSPORT STRATEGIES

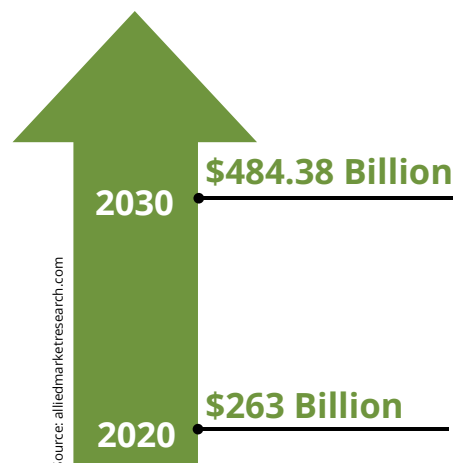
The only constant in life and business is change. Today's shippers know that all too well. Facing a barrage of staggering challenges, the entire transportation industry is on edge. That means shippers are closely examining their transportation plans and embracing new ways to meet demands for timely, efficient, and cost-effective delivery.

**Shippers, manufacturers, and carriers are all dealing with a perfect storm of issues, including:**

- Supply chain shortages and delays
- Driver and labor shortages
- High fuel costs
- Inflation
- Constraints in key raw materials and resources



Expedited shipping isn't only for solving urgent problems. It isn't — or at least, shouldn't be — a one-off.



VALUE OF THE GLOBAL EXPRESS DELIVERY MARKET

These factors, and others, have created an expanded need for urgent, time-sensitive shipping options. As a result, the expedited industry has seen a boom over the past few years. The global express delivery market was valued at almost \$263 billion in 2020, and analysts predict that could grow to \$484.38 billion by 2030.

But expedited shipping shouldn't be reserved just for times like these. It isn't only for solving urgent problems. It isn't — or at least, shouldn't be — a one-off.

While expedited has always been considered a “dirty little secret” in the transport world, a smarter strategy is to treat expedited as the “hidden gem” that it truly can be, and to think of expedited carriers as essential partners in your transportation network.

This exclusive report will help shed light on the expedited transport segment and examine both the benefits and challenges it holds for shippers.

Read on to learn more about this often misunderstood transportation segment and get tips on how to successfully integrate expedited shipping into your transportation plans.



# EXPEDITED EXPLAINED

First things first: What exactly is expedited shipping? Without a solid understanding of this important transportation mode, it's easy to dismiss it as merely a high-cost solution for emergencies and traditional shipping failures.

Companies often approach the idea of expedited shipping with preconceived notions. They ask questions like: Isn't it just for a last-minute crisis? Isn't it a last resort because we didn't plan properly? Doesn't it always cost too much?

Isn't it just for a last-minute crisis?

Isn't it a last resort because we didn't plan properly?

Doesn't it always cost too much?

As a result of thinking about expedited shipping only as an expensive stop-gap to cover mistakes, many shippers sometimes don't understand how to do it correctly—and they frequently overlook the opportunities that await. Turning around that “dirty little secret” attitude and discovering the “hidden gem” potential in expedited takes a true understanding of the mode and what it entails.



## BUSTING THE TOP 3 MYTHS

UNCOVERING FACT FROM FICTION  
ON EXPEDITED SHIPPING

### MYTH #1

Expedited shipping is an “emergency” option.

### TRUTH

Expedited can work for emergencies, but it is also an important part of a well-crafted transportation strategy.

### MYTH #2

Expedited shipping is the result of poor planning.

### TRUTH

Expedited is integral to proper planning.

### MYTH #3

Expedited shipping is too expensive.

### TRUTH

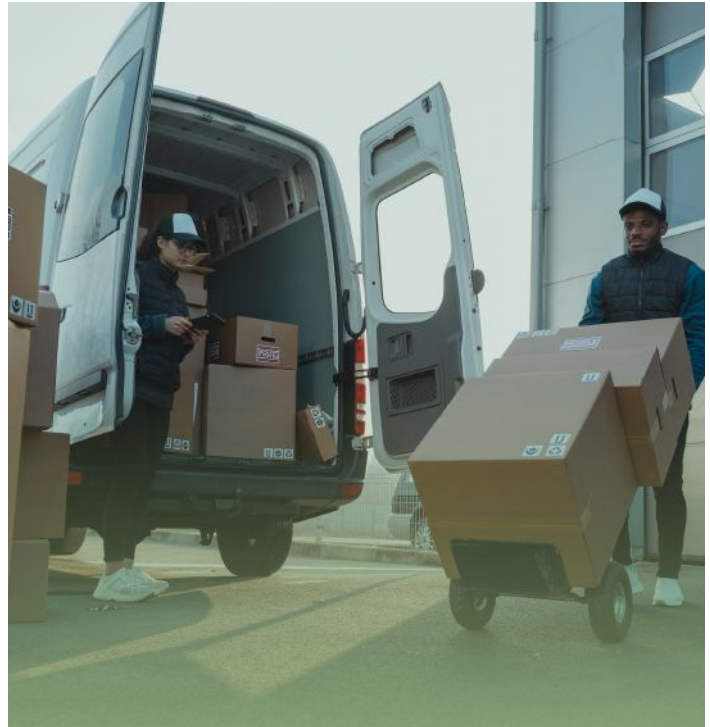
The consequences of shipments not arriving when needed make expedited a cost-effective approach.

Don't overlook the opportunities of expedited shipping

# WHAT IS EXPEDITED SHIPPING?

Simply put, expedited shipping is a way to transport freight in an accelerated manner, so that goods arrive faster than via regular shipping options.

Typically, trucks that carry expedited goods stop less frequently — or not at all — along the route to their destination. Instead, these trucks, including smaller “sprinter” vans and cargo vans, move from pickup to delivery without any other service stops. Shippers often use one truck with two drivers, who can split the work and speed up delivery.



## WHAT SERVICES FALL UNDER **EXPEDITED SHIPPING**?

Expedited transport encompasses services that conventional shipping does not, including:

- **WHITE GLOVE SERVICE**

Just as waiters in fancy restaurants wear white gloves to serve their customers, expedited shippers offer “white glove” service for fragile or sensitive items that need special care and handling. Drivers may even help load and unload, to prevent breakage and reduce damages costs.

- **TIME-SENSITIVE DELIVERY**

Scheduling pickup and/or delivery times as specific as a two-hour window, for instance — is the most important element of a shipment. Time-sensitive shipping ensures that goods are delivered under the required parameters and reduces the long-term costs associated with missed deadlines and lost products.

- **“HOT SHOT” GROUND TRANSPORT**

When freight needs to be picked up and delivered ASAP, “hot shot” shipments get the job done—direct and on-time.

- **FINAL MILE/LAST MILE TRANSPORT**

A shipment may come from across the globe with no problems and then get lost, delayed, or damaged as it goes from the last distribution touch-point to its final destination (a home, a business, etc.), which is known as the last mile or the final mile. This last leg of the journey is also where companies may try to make up for mistakes or delays further up in the supply chain. As such, expediting the final mile is often a key strategy for businesses.

**Getting expedited right goes far deeper than just putting a box on a truck. Knowledgeable expedited providers are involved at every step of the journey to ensure proper planning, management, and execution of the delivery.**

# EXPEDITED THROUGH A WIDER LENS

**While “expedited” is often equated with “expensive,” that basic connection misses the bigger picture.** As the saying goes, money isn’t everything. In many cases, the speed, care, efficiency, and trust that expedited offers are more important than the initial cost — and the mode frequently turns out to be more cost-effective in the long run when it is integrated within a transportation plan.

**What other costs can companies avoid by using expedited?** Viewing expedited shipping as a key piece of a larger transportation strategy makes far more sense than simply calculating the costs and comparing them to regular truckload or LTL shipping quotes. Taking a holistic view and examining the less obvious or “undercover” benefits of this mode makes that clear. The best way to do it? Explore the hidden costs of not using expedited.

## **What is the cost of delayed or canceled shipments?**

The financial costs of tracking down and reallocating delayed or lost products can be enormous. But it’s not just financial costs: think of the costs to patients and their families when medical equipment or prescription drug supplies fail to reach their destination; or the damaged reputation costs when a brand’s perishables, in fact, perish; or cost to customer retention and future sales when companies fail to deliver on promises.

## **What is the cost of haphazard “emergency” shipments?**

If a company always reacts to a crisis, its costs will be greater than if they plan ahead for shipments that are best suited for expedited services. By building expedited shipping into the shipping portfolio, brands can cut unnecessary expenses of emergency shipments.

**What is the cost of overstocked inventories?** Maintaining bloated inventory levels to ensure that product is available in case of transportation snafus is not a cost-effective strategy. When companies track and ship products quickly, efficiently, and transparently, they lower inventory on hand and reduce costs.

**What is the cost of using unreliable or inexperienced shipping companies?** Why chase shipment information and waste time in call center limbo or send emails with no responses? Why be forced to sort through a shipper’s waterfall tender routes to find out when a delivery will arrive? Why waste time with a company that does not have a reliable expedited shipping department or does not focus on expedited transport? Companies get the best “bang for the buck” with a respected expedited carrier that performs this type of transportation all the time. Looking at the obvious and hidden benefits of expedited, as well as the opportunity costs associated with leaving expedited out of a transportation plan, makes clear the advantages that lie in properly executing an expedited transportation strategy.

## 6 TIPS FOR FLAWLESS EXPEDITED SHIPPING

USE THESE STRATEGIES WHEN PLANNING AND EXECUTING EXPEDITED SHIPMENTS WITHIN YOUR NETWORK.

1. Negotiate strategic pricing. Expedited shipping tends to operate within a “buddy-buddy” network: “Jim did a good job for us before. I know, he’s expensive, but we’ll just use him again.” Would you operate any other part of your business that way? Not likely. You would cultivate a relationship, nurture it, feed it, and negotiate long-term, strategic pricing.
2. Communicate and collaborate. Be up front in your planning and forecasting schedule, so your expedited carrier can advise you on best options to meet your needs.
3. Keep accurate data. Correct inventory and product demand data enables critical discussions with your expedite partner about supplies and customers’ needs.
4. Work with an experienced provider. A shipping company that focuses exclusively on expedited freight, has multiple escalation contacts, and a solid industry reputation assures you that your urgent shipments are delivered on time.
5. Find a provider that can handle your needs. Know your capacity, and let your provider access and evaluate the best options for your freight.
6. Remember that price is not everything. Evaluate the many criteria other than cost that affect your decisions, and be open-minded about all possible solutions to your specific expedited transport challenges.

# INTEGRATING EXPEDITED SHIPPING INTO YOUR TRANSPORTATION STRATEGY



Whether you're looking to add expedited to your transportation plan or elevate the way you currently handle expedited—which is most likely a cobbled-together approach instead of a cohesive strategy—try these three simple steps for seamless integration.

## 1. Take a closer look at your less-than-truckload (LTL)

and truckload (TL) shipments. Sometimes, a shipment may appear to be too small for TL, when in reality it is too large for LTL. As a result, you may be hit with unexpected charges from your carriers, who turn an LTL shipment into a TL shipment without your knowledge. Similarly, you may be sending things via TL where expedited would be a better, safer fit. In both instances, a best practice is to update your routing guide so these in-between shipments go expedited, ensuring that you can tailor the equipment to the size of the shipment.

## 2. Determine who handles your expedited decisions—

and whether that needs to change. All too frequently, expedited shipments are made at the discretion of the load planner, plant manager, customer service rep, or sales leader at a manufacturing facility. Most of the time, it's not a strategic approach, but one that is done piece-meal using the company's standard pool of carriers. The person handling the load shouldn't be the one making these decisions. Instead, there should be a standard operating process, using a corporate-approved expedited company, that is clearly communicated to relevant personnel. This selection should be made at the executive level, by the head of procurement or supply chain or even a company's CFO.



3. Select your provider wisely. Do NOT assume that every trucking carrier knows how to handle expedited shipments. Many reputable carriers that do a fine job with TL and LTL shipments have zero experience in the expedited arena. Be sure to look for a specialized provider that offers the following:

- **Expertise. With an expedited-only company,** everyone is a subject-matter expert. Don't be fooled by general carriers or new entrants to the expedited business without the background to meet service expectations.
- **Strong communication.** The ability to convey information effectively to all parties throughout the expedited process is crucial.
- **The right balance of technology and human interaction.** It takes both to properly execute all phases of an expedited shipment.
- **Ability to handle niche shipments.** Expedited loads are unpredictable. Make sure your provider knows what to do with shipments.



# EXCLUSIVE REPORT



If you're ready to make expedited shipping  
the hidden gem of your transportation strategy,  
reach out and find out what Candor Expedite can do for you.



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