

MAKING SMARTER PRICING DECISIONS

CASE STUDY IN RFP SUCCESS

FEATURING



C.H. ROBINSON





C.H. ROBINSON

C.H. Robinson is the largest freight broker in the U.S. and is a leader in the shipping and freight industry. Constantly looking to improve their business systems, C.H. Robinson partnered with Winmore in 2018 to digitize certain data process so they can keep up with the new market changes.

The shipping industry over the past decade has witnessed significant volatility, even before the recent economic impacts of the global public health crisis. In order to stay nimble and adjust to market swings faster, contract lengths across the industry have grown shorter, requiring RFQ bid teams to manage and track a higher volume of contracts at any given time.

OVERVIEW

The C.H. Robinson RFQ team found itself under pressure to increase their productivity in a time of industry disruption, but lacked the internal tools needed to handle the larger volumes of bids. Prior to 2018, the freight forwarding RFQ bid team utilized a manual and time-intensive bid process. This involved dozens of Excel spreadsheets and frequent back-and-forth email correspondence among internal groups.

Under this system, a Global RFQ Report Summary Coordinator managed bid activities within all regions and groups. Numerous edits to data were often required before summarizing the information in a consolidated Global RFQ Summary Report.

The summary report was reviewed by key stakeholders every quarter, but the coordinator was regularly asked to update the summary off-cycle. This proved a difficult process due to time constraints. Combined with the increased volatility in the industry over the past decade, bid management was becoming an obstacle to efficiently. Given that the company invested nearly \$1 billion in past decade on its on technology, it made little sense to continue with an uncoordinated RFQ process.



CFO Andy Clark witnessed these trends and know that any upgrades to the company's bid process must be guided by three objectives: Simplify, standardize and centralize. "If you simplify it and you standardize it, you can then centralize your process. And only after those three steps can you begin to automate and make it an efficient process," said Clark. Once he identified those goals, he knew Winmore's software would give the RFQ team the tools it needed. In January 2018, C.H. Robinson partnered with Winmore to standardize and automate its RFQ management process. Winmore's FRQ Dashboard and unique solutions went beyond simple automation. Winmore understood that automation would require the RFQ process to embrace three goals: to simplify, standardize and centralize.

SIMPLIFY AND STANDARDIZE

SIMPLIFY

Winmore's RFQ Dashboard solution offered C.H. Robinson a fully automated system for global and local bid management. Players at every level of the bid process can use the same tools and inputs, making interactions easier and more efficient. The simplification of the bid process increased collaboration increased dramatically as team members posted dialog over 8,000 times to Winmore's conversation pages.

STANDARDIZE

After integrating Winmore's tools, C.H. Robinson leaders could compare all business decisions across years, and times and clients to strategically drive process management. Data can be filtered by quarter, region, bid generator/lead, and final outcome. Using Winmore, C.H. Robinson no longer had to wait every quarter for the consolidated summary, allowing the bid team to increase efficiency.

CENTRALIZE

Now that the data for all of the company's bids and contracts were in one place and standardized across regions, times and outcomes, stakeholders could review the bid dashboard summary at any time. Decisions on how to adjust and move forward could be made faster and specific bottlenecks in the RFQ process could be identified quickly. Company leadership can now visualize how market swings would affect current and future business in real time, increasingly a necessarily in volatile markets..



BETTER DATA AND SMARTER DECISIONS

In volatile markets, leaders must move quickly, or risk being left behind. C.H. Robinson knew that accelerating their decision-making processes to meet market demands required constant access to better data on their business processes. Winmore's unique tools and solutions allowed their key decision makers access to that data and gave them a better handle on how to direct resources and respond in real time. With Winmore's tools, C.H. Robinson was able to handle 67% additional qualified bids and the number of bids it won increased by 10%. It's likely that massive market disruptions will be a part of our world for the foreseeable future. The companies that succeed in this environment will be those who can quickly make good decisions based on accurate data of their transactions in real time. With Winmore's help, firms will be able to make those decisions faster to keep up with an uncertain world.



Prior to 2018, the C.H. Robinson freight forwarding RFQ bid team utilized a manual and time-intensive bid process. Before deploying Winmore, the RFQ process involved dozens of Excel spreadsheets and frequent back-and-forth email correspondence among internal groups.



C.H. Robinson had a Global RFQ Report Summary Coordinator who managed bid activities within all regions and groups. Numerous edits to data were often required before summarizing the information in a consolidated Global RFQ Summary Report (shown below.) The summary report was reviewed by key stakeholders every quarter. The Coordinator was regularly asked to update the summary off-cycle, but often unable to, due to time constraints.

In January 2018, C.H. Robinson partnered with Winmore to standardize and automate its RFQ management process. Winmore's RFQ Dashboard solution offered C.H. Robinson a fully-automated, centralized system for global and local bid management.

The RFQ Dashboard is automatically updated. It also offers the ability to filter by quarter, region, bid generator/lead, and final outcome. Year-over-year and quarter-over-quarter summary metrics can be viewed to strategically drive process management. Bid leads can be filtered to see individual daily performance. Using Winmore, C.H. Robinson no longer had to wait every quarter for the consolidated summary. Stakeholders can review the bid dashboard summary at any time to analyze its business in real-time.

THE WINMORE BID AND TENDER MANAGEMENT SOLUTION:

- Provided a centralized location for all of C.H. Robinson's bids, improving project collaboration, communication, and accountability
- Allowed efficient collaboration for all players: team users posted dialogue over 8,000 times to Winmore's conversation pages
- Empowered C.H. Robinson to accurately measure success against baseline metrics on a quarterly basis
- Enabled C.H. Robinson to handle 67% additional qualified bids and the number of bids it won increased 10%



The Winmore End-to-End Bidding Platform transforms the pricing process at freight forwarders, carriers and freight brokers.

The Logistics Industry's Only Platform With:

PRICING INTELLIGENCE

Get Insight on your Lane Revenue and Profitability, while Increasing Customer Accountability



TEAM WORKFLOWS

Organize and Align Your Teams to Qualify and Respond to Bids, Manage Implementations and Forecast Margin



Journal of Commerce writes, "Winmore enables 3PLs to determine cost-to-serve and make faster and smarter decisions."



Armstrong & Associates says, "Winmore software completes the CRM puzzle for 3PL's" and "is highly recommended" for "commercial leaders on bid desks."



Freightwaves agrees that "Winmore offers commercial leaders improved efficiency of the request for proposal (RFP) process" with "unrivaled analytics and insight."



Logistics Quarterly said the logistics industry "needs its own CRM" which is "configured for the requirements of forwarders, brokers and carriers," and that need is filled by Winmore software.



Learn more at [info@winmore.app](https://info.winmore.app)  Winmore

1390 Market Street, Suite 200, San Francisco, CA 94102
Joop Geesinkweg 501, 1114AB Amsterdam-duivendrecht, Netherlands