

Benefits of Dynamic Freight Pricing

Introduction

Dynamic freight pricing means your rates move with the market instead of being fixed for weeks or months. When disruptions like the recent Iran conflict drive fuel costs up by 40%, dynamic pricing protects your margins and keeps customers informed.

Operational Benefits

- Real-time updates to fuel surcharges and port fees
- Multi-stop and multi-mode routing for complex journeys
- Rule-based surcharges applied consistently to every quote
- Seamless API integration with your TMS and ERP

Financial Benefits

- Protect profit margins by reacting instantly to price swings
- Avoid under-quoting or over-charging thanks to live data feeds
- Reduce manual labour and quoting time, freeing staff for higher-value work

Customer Experience

- Provide transparent, up-to-date quotes in your customer's currency
- Increase trust by explaining surcharges clearly
- Win more business with quick, accurate responses