

CASE STUDY

# Better Margins, Better Carrier Management: The Coda Group Story

Transporeon transport optimization solutions were rolled out across Coda's floating private fleet as well as the very large for-hire segment.



## About the customer

Coda Group is a leading New Zealand logistics provider that competes through a mix of differentiated asset-based solutions as well as non-asset based managed services. Coda is particularly dominant in import and export flows, which is central to their purpose to keep New Zealand competitive on the global stage. Their capabilities span intermodal, coastal shipping and large scale trucking through private and subcontracted vehicles. Coda Group's promise is "smarter logistics, together" and Transporeon plays a role in making that happen.

## The challenge

Coda Group needed to improve profitability across its trucking activities, including private fleet, contracted for-hire, and spot procurement. Based on close assessment of legacy processes, improvements needed to factor in existing carriers, as well as open the door for many more new carriers – without adding to back office headcount.

## The solution

We rolled out Autonomous Procurement across Coda's large for-hire segment, leveraging the Transporeon solution for both contracted and spot-rate pricing automation. In addition, dock-door scheduling was employed for high-volume customer and hub sites.

Autonomous Procurement completely rethinks the spot buying process, using AI and behavioral science to drive previously impossible optimizations along the entire freight procurement process. With this technology, spot procurement for road transport transforms from a manual process with multiple touchpoints to a streamlined, fully automated procedure.

- Send science-based spot offers to your carriers instead of asking for bids
- Dynamic offers are calculated by AI for each carrier individually
- Speed up acceptance by instant matching walk-away prices
- No manual input and pricing negotiations over the phone
- React fast to any market condition and secure capacity
- Consistently get the best spot market prices available





# The results

The results exceeded expectations spanning a number of key areas:

- ▶ Vehicle utilization was noticeably improved
- ▶ The Group successfully lowered direct spend
- ▶ Staff and carriers now enjoy a better working environment

Since implementation, Coda Group now reports sustainably better margins, and a better ability to manage and grow their carrier base. Choosing the Transporeon platform gained Coda valuable recognition in the market as a trailblazer for digital adoption, and the group is proud to attract the highest quality carriers and customers as a result.

Ready to set automated spot buying in motion?

**Find out more about Autonomous Procurement today.**

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