

# Uber Freight replies to emails 50% faster and boosts response quality with Front

## INDUSTRY

LOGISTICS

## COMPANY SIZE

5,000+

Ever wonder how fresh produce gets from the farm to your grocery store? Or how holiday gifts travel from online retailers to your doorstep? Enter [Uber Freight](#), seamlessly connecting shippers and carriers by revolutionizing logistics for global enterprises.

To move the world's goods, [Uber Freight](#) offers a fully digital environment that integrates every element of the supply chain into a single, collaborative ecosystem. The company's operational teams play a pivotal role, implementing a robust technology stack that combines first- and third-party tools. Every initiative is designed to encourage thoughtful team engagement and align with their broader mission of delivering exceptional value to customers.

Uber Freight once faced challenges with fragmented tools that hindered performance monitoring and accountability. By consolidating everything into Front, they've built a foundation for scalable, high-quality communication, helping leadership prioritize and make quicker, better decisions.

"Having collaboration, communication, and tasks all in Front makes everything faster and more efficient," says [Jordan Dunn](#), Senior Manager of Strategic Customer Success. "We can triage and troubleshoot more effectively without wasting time chasing down information."

## Limited by a lack of visibility, flexibility, and stability

Before implementing Front, Uber Freight relied primarily on Outlook and Microsoft Teams for their communication needs. Employees managed a mix of shared inboxes, personal inboxes, and distribution lists to handle the complex coordination required to ensure products are delivered on time, to the correct location, and at the right price.

As the company sought to scale operations and reimagine workflows, this setup revealed significant limitations.

"We needed a more flexible environment where team members could seamlessly transition between different accounts and teams," says Jordan.

However, Outlook lacked the stability required for dynamic, high-volume operations. "Multiple users slowed Outlook down, triggered crashes, and led to lost messages. There's no accountability, no activity trail, and no metrics."

Leadership recognized the need for a more stable, scalable platform — one that could support their evolving needs while providing the tools to measure performance, ensure accountability, and maintain operational excellence.

## The search for a partner that would grow with Uber Freight

In addition to solving these immediate challenges, Uber Freight wanted a solution that supported their commitment to delivering unique, exceptional outcomes for customers. "We sought a partner who aligned with our values and vision, and would continue to iterate and deliver new features and innovative capabilities as we scale," says Jordan.



It all comes down to ease of use, ease of change, and the vision for where Front is headed.

- JORDAN DUNN, SENIOR MANAGER, STRATEGIC CUSTOMER SUCCESS AT UBER FREIGHT

## Fast implementation and a promising partnership

Beyond Front's technical capabilities, Uber Freight's leadership was drawn to the platform's vision and strong partnership opportunities.

“Front’s team took the time to understand our root business challenges, working collaboratively to address not only the known issues but also uncover blind spots that had been hidden due to the lack of metrics and data visibility in Outlook,” says Jordan.

The speed of implementation was also a significant advantage. “I was able to launch Front to our first 250 users in just three weeks,” says Jordan. Following the pilot, they scaled the platform to 1,200 users in six months, using two-week sprints orchestrated by just two program managers. “Front’s approach to service, especially their support team, has been key to our growth without needing additional headcount. I can’t overstate the value of that team.”

Uber Freight’s primary Front users are operations teams who manage daily interactions with customers, carriers, and receivers. Support teams also rely on Front to facilitate seamless communication and collaboration across the organization. “Front is a stable platform that brings everyone together, with the ability to measure, monitor, and ensure accountability – something we couldn’t achieve with multiple tools,” says Jordan.

## Unifying teams and tools to enhance productivity

Before Front, teams were spending over 50% of their time in email without any visibility into the type or quality of work being handled. After adopting Front, Uber Freight witnessed a 4% year-over-year reduction in email from start to finish of implementation thanks to better collaboration and enhanced productivity thanks to [analytics](#) insights.

“Having collaboration, communication, and work tasks in one place enables us to triage tasks more efficiently and provide faster resolutions,” says Jordan. Centralizing everything in Front reduced the need to chase down information. [Shared drafts](#) and [comments](#) reduced email volume by allowing teammates to collaborate behind the scenes. “The cross-workspace, cross-functional collaboration has transformed how we work in ways I couldn’t have imagined, reducing silos and fostering stronger teamwork.”

As Uber Freight begins to transition into using [Front Ticketing](#) and build more work queues in Front, Jordan’s team is driving more time on the platform. “It’s productive time,” explains Jordan, “and we can actually measure the level of productivity.”

Front analytics enables Jordan’s team to quickly and proactively address potential customer concerns. Uber Freight can have a data-backed conversation with customers to validate the quality of their communication performance, showcasing their average, maximum, and minimum response times, where they’ve exceeded performance, and how they work to resolve issues. This was something that previously required hours of manual effort.

## Using AI and Automation to drive efficiency

Front’s suite of features empowers Uber Freight to enhance efficiency, improve communication, and foster seamless teamwork across departments.

The teams organically adopted Front’s [AI-powered features](#), like [AI Summarize](#). “I’d previously spend 10 minutes reading a 20-message email thread. With AI Summarize, I can quickly grasp the situation and decide if I need to dive deeper within seconds,” says Jordan. This boosts efficiency not just for frontline teams but also for management and leadership.

Front’s [SLA management features](#) allow teams to escalate and address issues before deadlines are missed. “The value of SLA management cannot be understated,” says Jordan. “This ensures we meet our contractual obligations to customers and our internal commitments to partner teams.”

As Uber Freight begins to transition into using [Front Ticketing](#) and build more work queues in Front, Jordan’s team is driving more time on the platform. “It’s productive time,” explains Jordan, “and we can actually measure the level of productivity.”

Front analytics enables Jordan’s team to quickly and proactively address potential customer concerns. Uber Freight can have a data-backed conversation with customers to validate the quality of their communication performance, showcasing their average, maximum, and minimum response times, where they’ve exceeded performance, and how they work to resolve issues. This was something that previously required hours of manual effort.

Front’s advanced [rules engine](#) and no-code interface make it possible for Uber Freight to implement and test solutions quickly, reducing the risk of errors and improving the quality of responses. Furthermore, [routing](#) enabled teams to further gain efficiencies and drive productivity. Instead of endless “reply all” emails, they can move relevant messages directly from the account management workspace to their shared services teams to execute tasks. This eliminates handoffs, automates processes, and reduces errors.

“With Front, we have full visibility with breadcrumbs to track what happened and when,” says Jordan. “If a rule misfires or someone deviates from standard procedures, we can quickly identify it and take corrective action, whether that’s retraining staff or refining our processes.”



Front's advanced no-code rules engine is incredibly user-friendly. The speed of implementation and testing is unparalleled. We can eliminate the opportunity for error, increase our responsiveness, and increase the quality of those responses.

- JORDAN DUNN, SENIOR MANAGER, STRATEGIC CUSTOMER SUCCESS AT UBER FREIGHT

## 50% faster email responses

Front has allowed Uber Freight to reduce the time spent on email even as email volume increases. During the initial pilot phase, they reduced reply time from just over three hours to under 1.5 hours — a remarkable improvement achieved through [auto-assignment](#), [tagging](#), and auto-archiving.

The stability of Front's [shared inbox](#) has also contributed to faster and higher-quality responses. By eliminating frustrations at the user level, teams can focus on crafting thoughtful, effective replies rather than managing technical issues or inefficient workflows.

## Higher-quality communication

While speed is important, Uber Freight recognizes that quality is equally critical. Front has enabled the company to think beyond reply times and focus on the quality of resolutions. With plans to leverage tools like [AI tagging](#) and [sentiment analysis](#), Uber Freight is working toward a future where communication quality can be monitored and improved in real time.

Front's ability to provide insights as challenges unfold has been a game-changer. Instead of waiting for quarterly or monthly business reviews to identify issues, Uber Freight can now monitor the quality of communications as they happen. This proactive approach helps the company address problems before they escalate, ensuring better outcomes for both customers and internal teams.

## Team feedback, collaboration, and a foundation for growth

The close alignment between Front's vision and Uber Freight's operational goals has fostered a strong partnership. Uber Freight not only benefits from Front's existing features but collaborates with Front's solutions team to provide feedback and share best practices

"The close alignment of our vision with Front's direction is key," says Jordan. "Front fits perfectly into how we want to operate and the features we need. Our exchanges have been invaluable for my team, and the improvements we've requested only make the platform better for everyone."

More than a tool for Uber Freight, Front is a strategic catalyst for their mission to innovate and redefine logistics. By addressing pain points, streamlining workflows, and enabling smarter collaboration, Front helps Uber Freight deliver on its promise of intelligent logistics solutions.



Our goal is to enhance team collaboration and foster thoughtful engagement, especially with support teams. Ultimately, Front drives efficiency: it removes unnecessary work so the team can focus on the critical 1% of exceptions that truly matter.

- JORDAN DUNN, SENIOR MANAGER, STRATEGIC CUSTOMER SUCCESS AT UBER FREIGHT

4%

Reduction in email volume

50%

Faster email response times



Broader workforce management has to be completely data-driven. You can't be blind to anything — and Front enables us to see everything.

- JORDAN DUNN, SENIOR MANAGER, STRATEGIC CUSTOMER SUCCESS AT UBER FREIGHT