Front for
Logistics

SOLUTION OVERVIEW

Front is a hub for customer communication that helps logistics companies get more revenue out of email. With Front, logistics companies can effortlessly manage high email volumes, respond to more messages faster, and reduce the amount of email each team member needs to manually weed through.

Be the first to get a quote back to customers
High volume inbox is instantly triaged so your team knows exactly what to work on next. Native collaboration makes it easy to help each other out, so giving the fastest and most thorough reply is the status quo.

Efficiency for your fast-moving team
Replace manual busywork with easy-to-build automations that assign, escalate, and reply to every message on time—so your team doesn't get bogged down and you retain top talent.

Win more customers & drive repeat business
Get visibility into messaging like never before. Front allows your team to close business faster, keep customers happy, and constantly improve.

Key pain points

For your team, every missed email is a missed opportunity—and potential lost revenue. Growing businesses often have overflowing inboxes—which means it's easy for messages to slip through the cracks. There needs to be a better way to handle customer communication.

Missed messages & slow replies result in lost revenue

- A high volume of email from customers and from distribution lists leads to inbox overload

- Missing a message or responding slowly often means losing a bid

- SLA breaches negatively impact service quality and lower customer satisfaction

Clumsy collaboration creates workflow inefficiencies

- Lack of accountability on shared messages results in slow responses

- Sorting through messages takes time that could be spent on impactful work

- Internal collaboration is very difficult to accomplish with email forwarding

Lack of visibility limits decision making

- Siloed information across tools and messages makes it hard to get the full picture of every situation

- Long threads on distribution lists are difficult to understand and to see who's responsible for what

- Managers lack of visibility into individual and team performance

Front in Action

Below are some of the top ways logistics companies use Front to generate more revenue and keep customers happy.

Respond faster with automated routing

Front ensures that every message is automatically routed to the right person or team, so you can spend less time triaging your inbox and more time on important work. You can set rules like:

- If an email has been responded to within 15 minutes, it's escalated into a High Priority inbox, with an "urgent" label, so someone on your team can jump on it immediately

- Automatically tag emails from VIP clients so they stand out and receive specialized attention

- Route requests to the closest geographical team or to the account owner so they land directly in the inbox of the exact person who needs to work on them

- Save message templates to common client inquiries like quotes, so you can send quick, thorough, and consistent replies

🚢 NEW SHIPMENT   ⭐ URGENT – VIP CUSTOMER

VIP Customer Urgent Request!

Hello,

Can you ship 4000 SKU's of your LED lights to our San Francisco store by June 1? We need them installed ASAP.
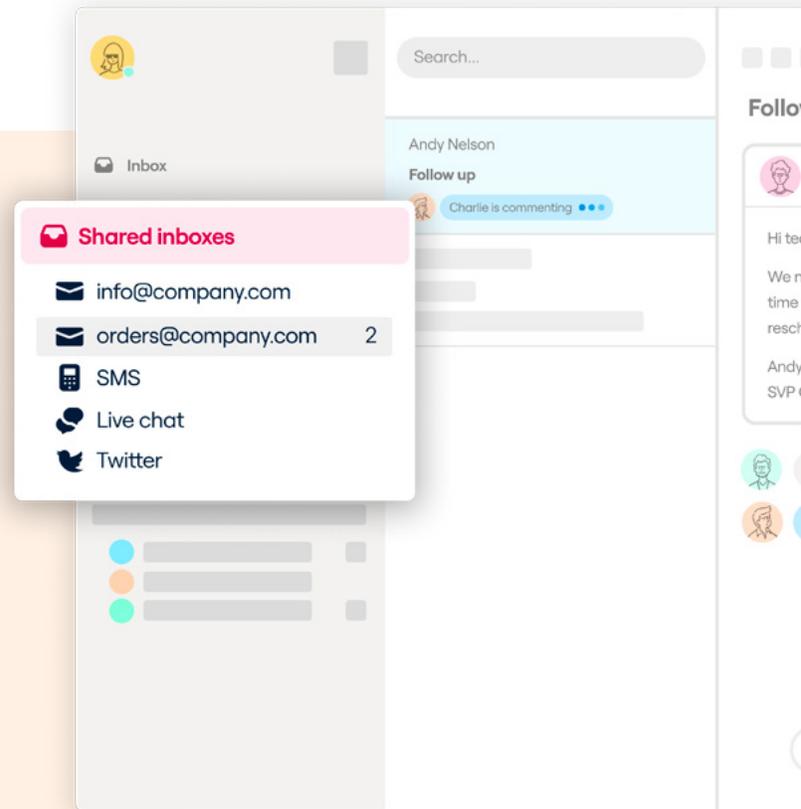
Assign work and owners on emails

Your entire team gets a shared view of every inbound email. You can assign it to the appropriate teammate, or claim it yourself, so there's always clear ownership on every conversation.

"With Front, the customer has a single point of contact, but on our side we know exactly who is working on what and when it's done."

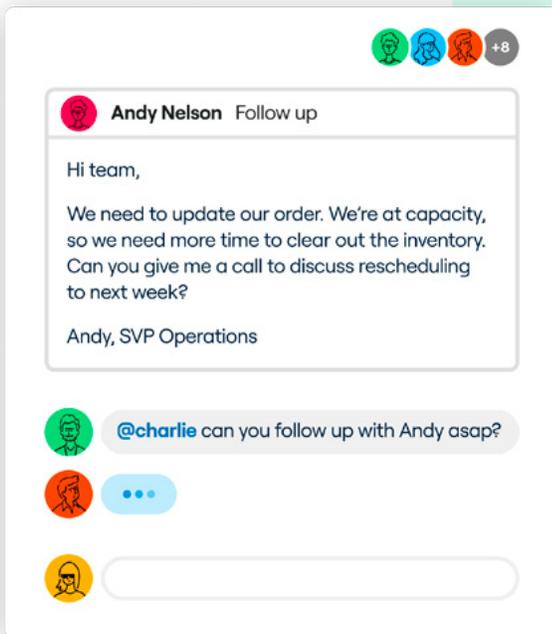JORDAN KIDD, Freightworks Transportation & Logistics

Search...

Inbox

Andy Nelson
Follow up

Charlie is commenting

Shared inboxes

info@company.com

orders@company.com   2

SMS

Live chat

Twitter

Follo

Hi te

We r
time
resch

Andy
SVP C

Collaborate quickly with internal-only comments

@mention teammates in Front to have lightning-fast internal discussions about quotes and shipments — without messy BCCs or CCs. Easily loop in coworkers to get their input and work together on responses right within your inbox.

"No more emails about emails. We know what's going on at all times. We know exactly what's a priority, right away."

ANDREW WHIPPLE III, Logistic Dynamics, Inc.

Andy Nelson Follow up

Hi team,

We need to update our order. We're at capacity, so we need more time to clear out the inventory. Can you give me a call to discuss rescheduling to next week?

Andy, SVP Operations

@charlie can you follow up with Andy asap?

Shared Draft Re: Follow Up

Thank you for reaching out! I would love to look into extending the timeframe to clear out the inventory.
– Charlie

@DeShawn can you review my reply to Andy? Just shared a draft with you

I updated the second line. All good!

Reduce errors across the board with shared drafts

Front's draft sharing feature lets you share and work together on an email before it's sent to the customer. With the click of a button, you can get a second pair of eyes on critical messages and ask for quick approval without hassle.

"What if somebody accidentally sent the wrong invoice or information to one of your biggest customers? Before, if you were using any other service, it would be impossible to do anything but send an apology after the fact. With Front, we see everything happening in real-time — and stop that kind of thing before it happens."

ANDREW WHIPPLE III, Logistics Dynamics, Inc.
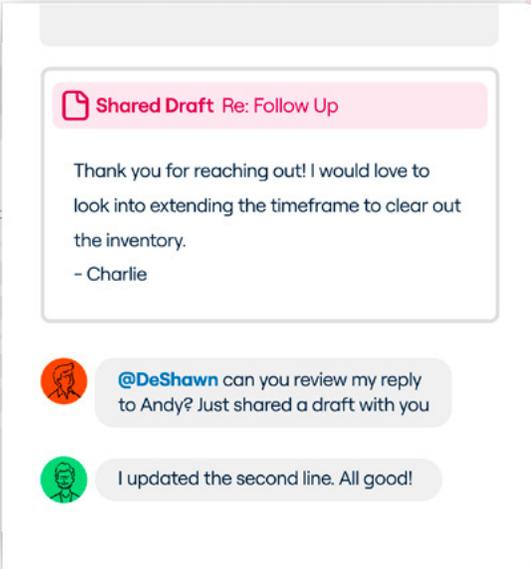
Use email analytics to power your business

Insights from Front make it possible to use data to inform overall strategy and to more accurately predict demand. You can use Front's analytics to do things like:

- Use past demand to more intelligently and accurately staff support across spikes in seasonality

- Create custom reports and easily filter for specific inboxes, customers, channels, teammates or tags and track individual and team performance over time

- Set and meet response time SLAs

- Track average response time and average first response time

- Project revenue and staffing needs based on email volume

- Examine at trends in email volume to better project future business
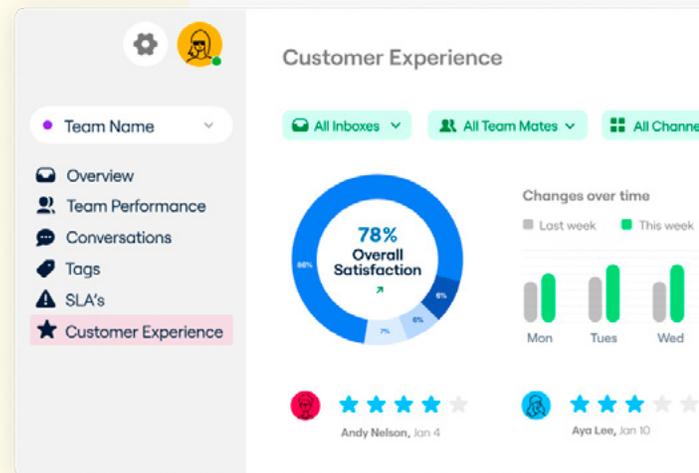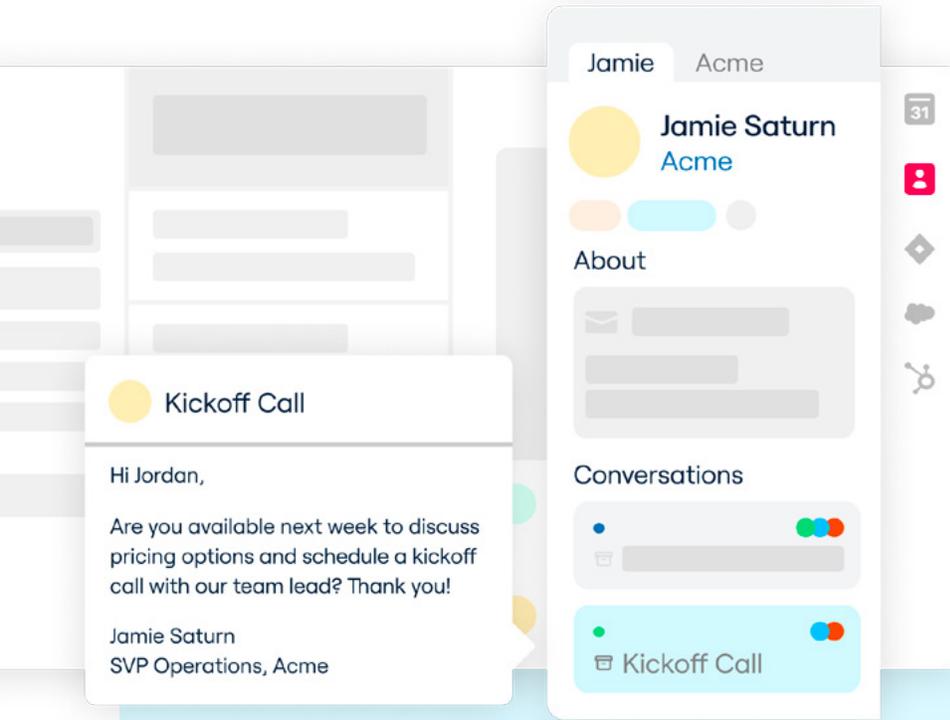
Keep track of critical information and context

Front acts as your organization's long term memory. It's a shared, searchable history of every interaction your business has ever had with a client (and the conversations around that work). Right within your inbox, you can:

- Reference the context of a past shipment
- Look up previous communications with a customer
- See internal discussions about a carrier
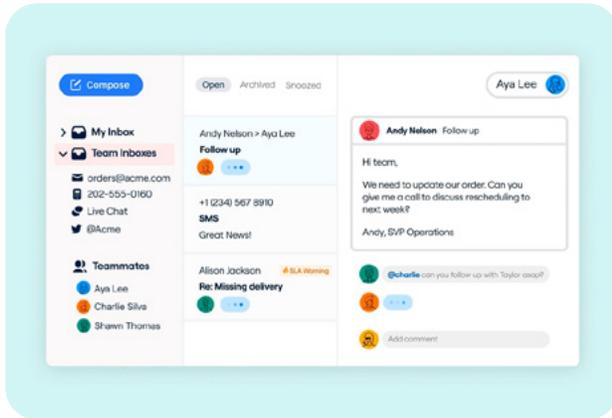- Connect your CRM to get a fuller picture of each client

"What if somebody accidentally sent the wrong invoice or information to one of your biggest customers? Before, if you were using any other service, it would be impossible to do anything but send an apology after the fact. With Front, we see everything happening in real-time — and stop that kind of thing before it happens."

ANDREW WHIPPLE III, Logistics Dynamics, Inc.

Kickoff Call

Hi Jordan,

Are you available next week to discuss pricing options and schedule a kickoff call with our team lead? Thank you!

Jamie Saturn
SVP Operations, Acme

Jamie   Acme

Jamie Saturn
Acme

About

Conversations

Kickoff Call

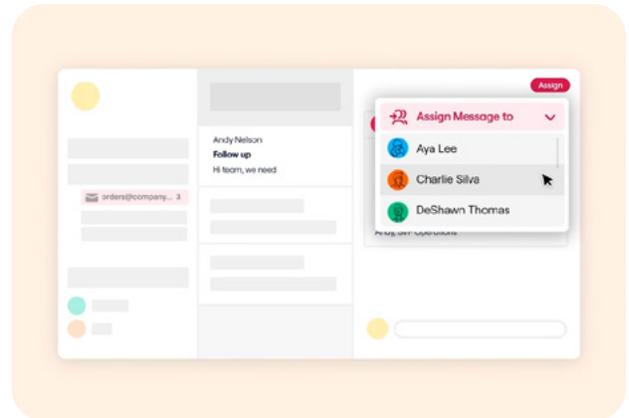# Get aligned with a shared view of customer communication

Team inbox

Get a shared view of email, live chat, Facebook, Twitter, SMS, and more

Assignments

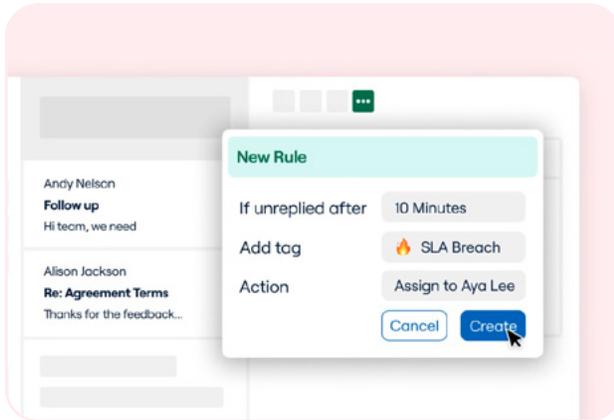Follow up with customers faster by assigning a clear owner to each message
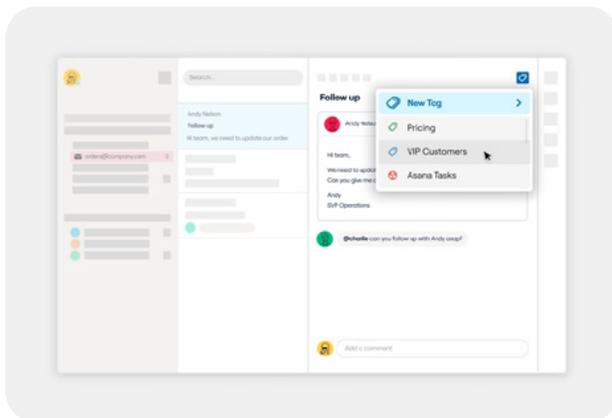
Tags

Automatically tag emails based on keywords, customer, region, and more wto track issues and stay organized
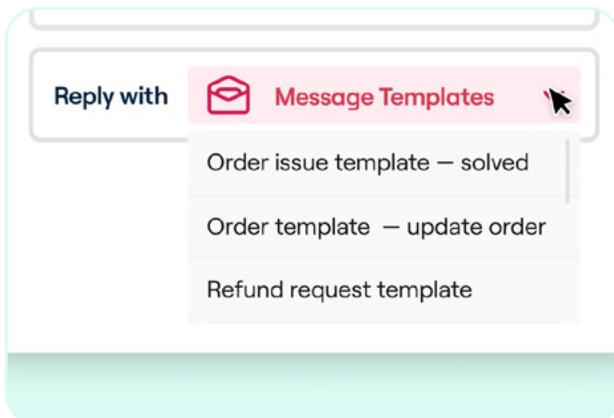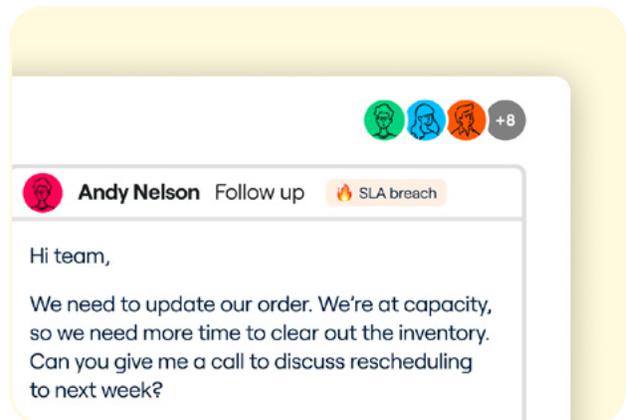
Automate manual work

Rules

Automate tedious work and routing to ensure every message gets where it should be, instantly

SLAs

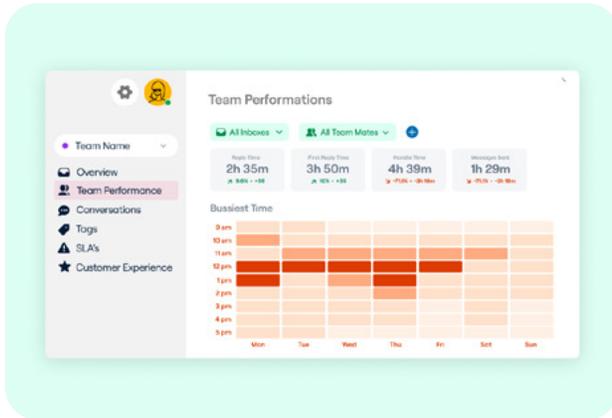Track and improve SLA adherence with alerts before breaches happen

Message Templates

Get a jumpstart on common questions so you can send faster, high-quality replies

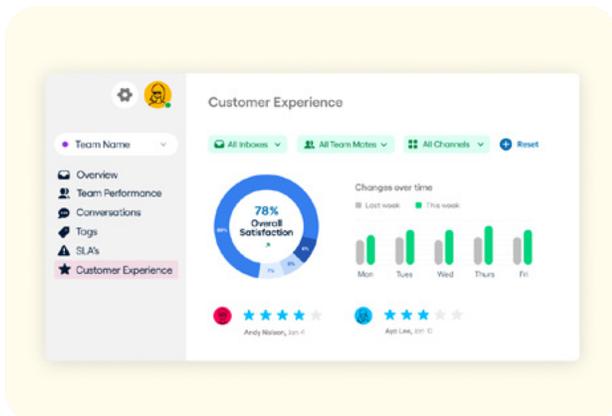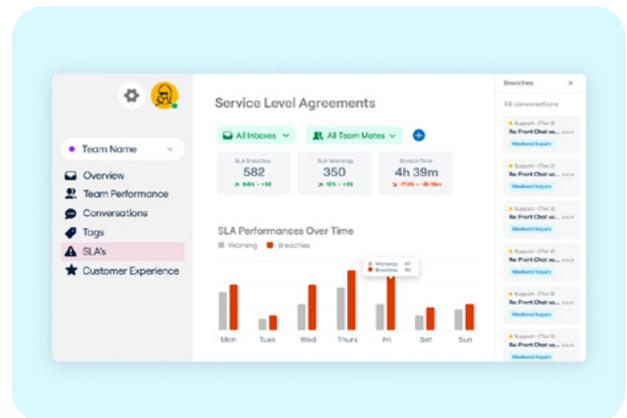# Get visibility into key metrics

Team performance

Get insight into response time, breaches, efficiency per rep and more

SLA report

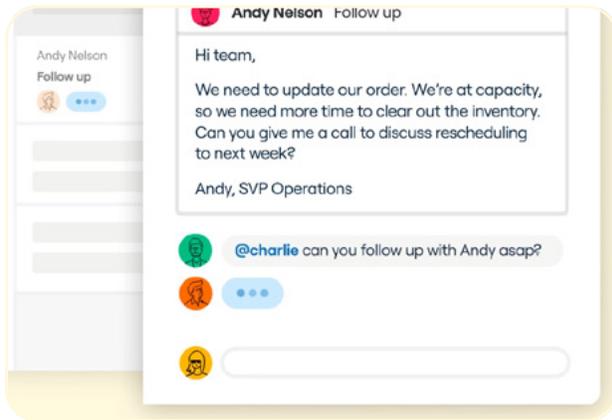Understand and prove to customers the exceptional service you can deliver

CSAT

Report on feedback and make customers happier across every channel

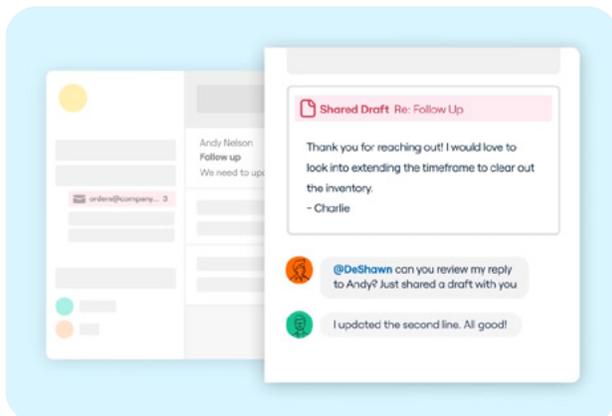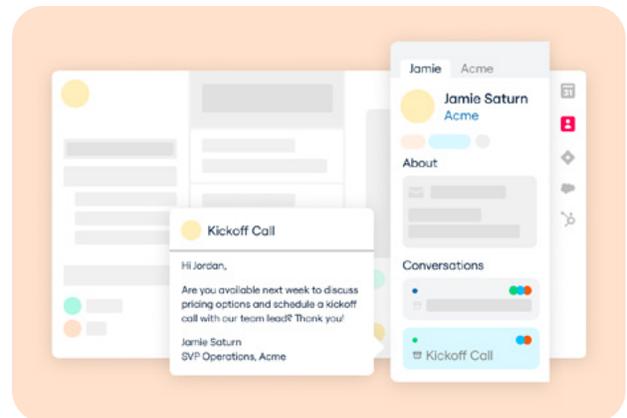# Work together to deliver a superior customer experience

Comments

Collaborate internally on emails through in-line comments

Company contacts

Track the customer experience holistically across every employee

Shared drafts

Teammates can work together on messages real time

Hear it from our customers

EFW

Estes Forwarding Worldwide reduced email volume 80%

READ MORE

"Front is a no-brainer for teams that have a high volume of email, share an inbox, or collaborate with each other to help service their customer. I love the platform. I wish I had it years ago."

MARISSA TAYLOR
Manager of Business Process Improvement
at Estes Forwarding

"With Front we are doing 400-600 quotes per business day, and 100-200 on non-business days. This leads to more won business, and we're closing more deals." - Paito Andersen at Load One — This one is about their automatic quote processing workflow, so if you wanted to keep it more general, you can take his other quote of "With Front we win more business."

"Front has been a godsend to our organization and everything that we do. It's definitely enabling us to operate at a higher capacity."

DEREK BANKS
Business Director, ASAP
Expediting & Logistics

"With Front, we've been able to do more with fewer employees. It allows us to do things we never could have done before."

JORDAN KIDD
Director of Customer Service, Load Planning, and IT, Freightworks Transportation & Logistics

"Front has transformed how we manage email. As a team, we can quickly sort and reply to the hundreds of emails we receive each day — with no time wasted. Front has enabled us to respond to every customer inquiry within minutes."

EVAN MAZZOCCHI
Director of Operations, Epic Freight Solutions

MNX

MNX maintained 15-minute response time SLA even as volume increased 4-times and cut employee churn by 20–25%

READ MORE

sennder

sennder saves 3,500 hours each week

READ MORE

"We use Front to look at the performance data associated with each shipper to identify where we need to make improvements."

DANIEL MOTA PEREIRA
Principal Operations Tooling at sennder

Ready to see a demo?
Get started with Front here.

Front