How Tai TMS utilizes AI to get Freight Brokers *out of their inbox*

In an era defined by rapid technological advancement, the freight brokerage landscape is rapidly splitting into two groups: Brokers that prefer the 'legacy' approach to business, and brokers embracing automation and cutting-edge technology. Much like how mobile phones revolutionized communication and GPS navigation redefined travel, the integration of AI in Transportation Management Systems (TMS) is poised to redefine the very essence of freight brokerage operations.

Here at Tai TMS, the focus hasn't been on AI, specifically, but solving the problems brokers everywhere are facing. Put another way, AI has blurred the lines on the swimlanes of automation, allowing brokers to unlock automation the previous generation only dreamed of without having to redefine how they do their jobs specifically to align with automation rules.

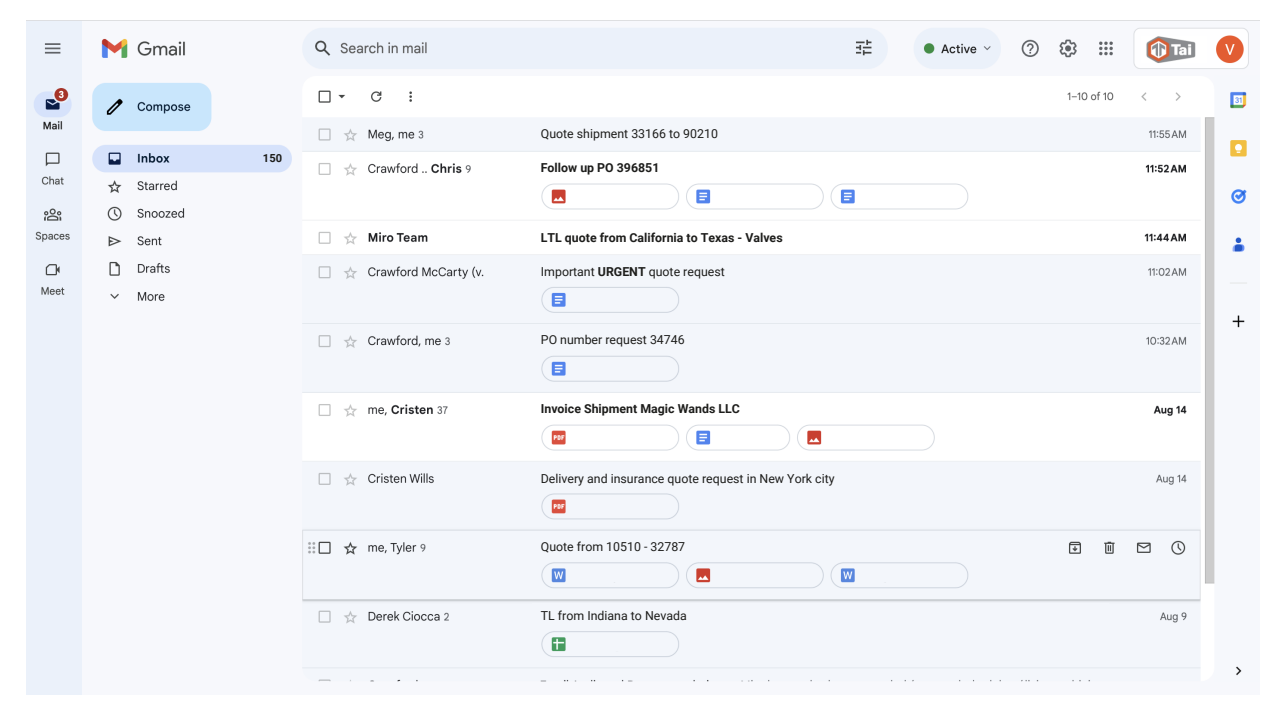
The Power of AI in Tai TMS

The historical inefficiencies of traditional freight brokerage operations, marked by manual processes and associated errors, are being overhauled by transportation management systems fully utilizing AI-driven models.

These platforms are designed not just to streamline processes but to foster accuracy, optimize time management, and provide comprehensive insights into operations.

AI-Powered Inbox Management: **A Paradigm Shift**

The relentless influx of emails is an all too familiar struggle for freight brokers. These emails range from tracking shipments to negotiating quotes and can easily overwhelm even the most skilled professionals. Eventually there will be mistakes. This isn't a slight to brokers, it's human nature. Tai TMS removes the headache by letting AI do what it does best - aggregate and process data - offering a transformative solution through automated inbox management.



By extracting the data and then employing Natural Language Processing (NLP), Tai TMS identifies and categorizes customer requests and needs within emails, records them in the TMS for better data visibility and even writes the response emails as needed.

This AI-driven data extraction eliminates the need for manual data entry and aggregation, a historically time-consuming and error-prone task. Impressively, Tai TMS achieves an automation rate of 97%, enabling brokers to dedicate their energy to addressing unique requests and complexities.

The result is not only heightened efficiency but also a significant reduction in errors, contributing to a more professional and accurate service delivery. The end result is a broker working nearly exclusively in Tai TMS rather than their inbox, because the AI has already scraped the data, entered the information automatically and generated a response the broker can use to reply. This automation takes truckload quoting from 45 minutes down to 5 minutes.

LTL quoting goes from 5 minutes to 15 seconds. By leaning on AI for the manual efforts, brokers are able to turn quotes back around before the requester has even left their computer and raise win rates by at least 35% according to our customers.

---------- Forwarded message ---------
From: nick magill
Date: Wed, Aug 9, 2023 at 8:45?AM
Subject: LTL Quote
To: nick@tai-software.com

Hey good morning,
Can you provide a quote for the below?

Origin: Atlanta, GA 30303
Destination: Chicago, IL 60606

1 Pallet
500 LBS
Acorns
Class 125
48x40x40
PO# 1345
Show less

Email: "The Customer Requesting a Quote"

Operations by Nick Magill - Public

Extracted by Tai Email Assistant

Origin:
Atlanta, GA, 30303

Destination:
Chicago, IL, 60606

Commodity 1: Acorns - 1 Pallet 500 lb 48.0 x 40.0 x 40.0 inch class: 125

AI Technology Extracting Information

General by Nick Magill - Public

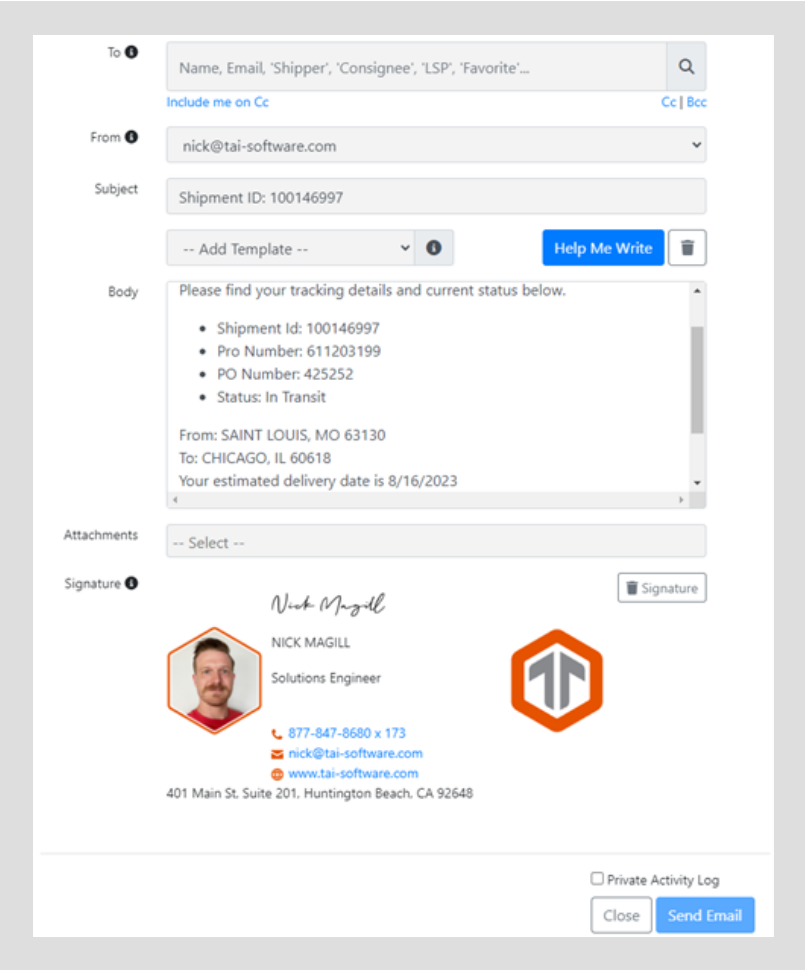
Shipment Created. From: 30303 to 60606. Carrier: YRC FREIGHT. Total weight 500 and 1 total handling units.

Shipment Created And Ready

Illuminating End-to-End Visibility

One of the industry's most persistent challenges has been the lack of holistic visibility into the supply chain. Many brokers are flying by the seat of their pants because this data lives in various inboxes throughout the organization rather than collected in any single system.

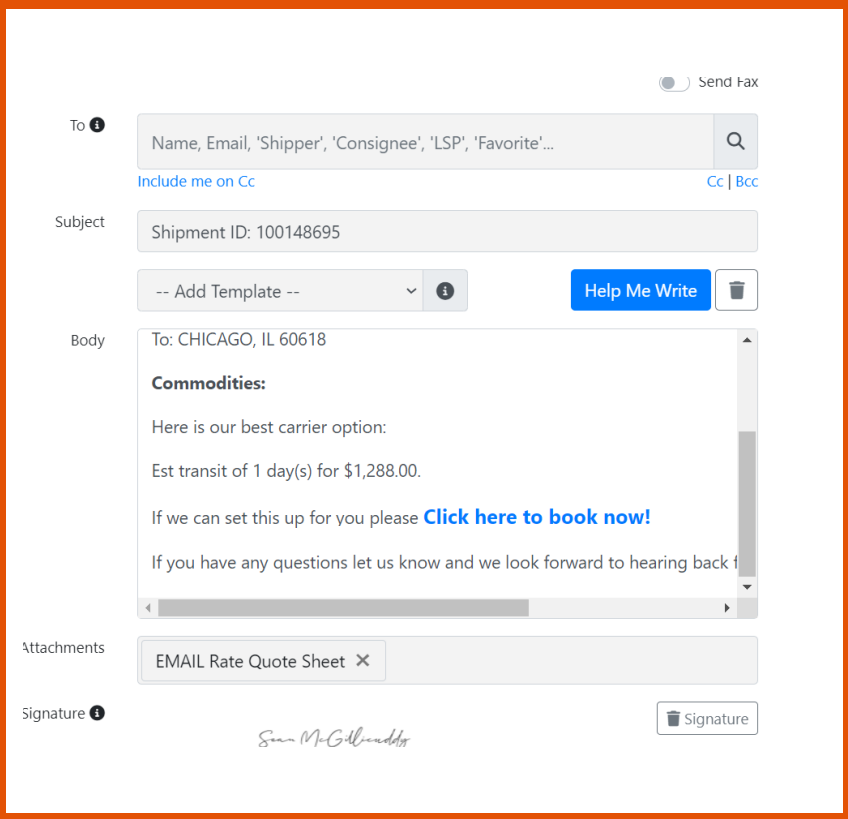
Tai TMS's AI-driven approach shatters this barrier by seamlessly integrating data from diverse sources into a single, accessible platform. This comprehensive view includes vital information from major carriers, load boards, client requests, and historical data. This consolidation allows brokers to make well-informed decisions without toggling between various systems or relying on guess work.



Follow Up Email

Through this AI-powered data aggregation and presentation, Tai TMS empowers brokers to serve clients more effectively. This elevated visibility streamlines operations, resulting in enhanced decision-making and valuable time freed up for strategic growth endeavors like market expansion or building out a larger partner network with their carriers.

AI's Influence on Quoting and Response Velocity

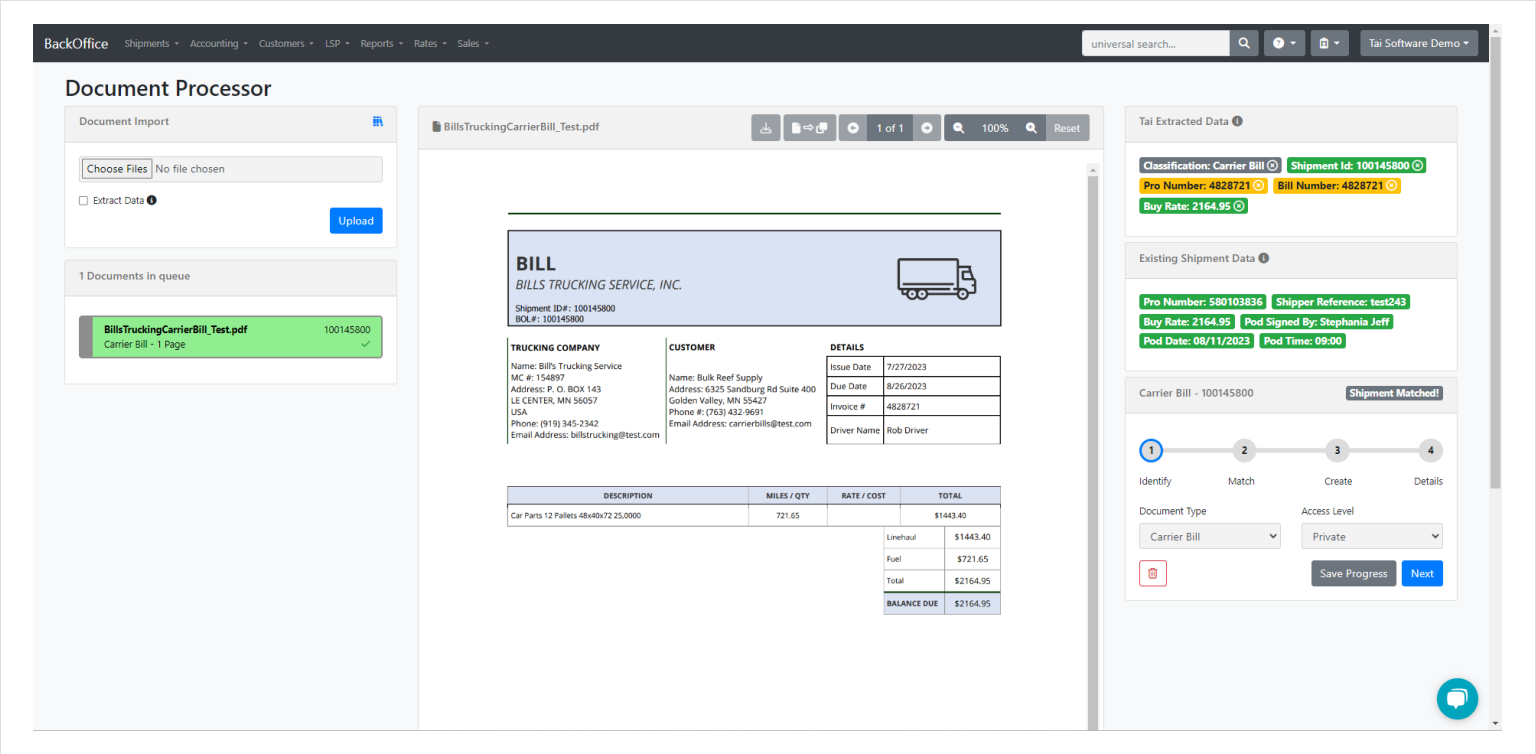


Quote created by the automation and ready to send to the customer.

In a previous section, we discussed how Tai TMS confronts the manual data entry and duplicate work challenge head-on by leveraging AI to significantly expedite these processes. In practical terms, the time required for truckload quoting is compressed from hours to mere minutes, while LTL quoting time is reduced to a fraction of its original duration.

But the efficiency gains don't end with quotes. As the shipments are being tracked in various systems, Tai TMS can identify and automatically respond to customer requests regarding shipping, filling them in on the information they need.

Once the shipment is delivered, you no longer have to collect the proof of delivery (POD), signed bill of lading or the carrier bills - which often come in separate emails from separate senders. Tai TMS identifies those as well, extracts the attachments and creates an organized and detailed dataset. The result? Invoicing customers is significantly smoother and the automations can save reps upwards of 10+ hours per week each.

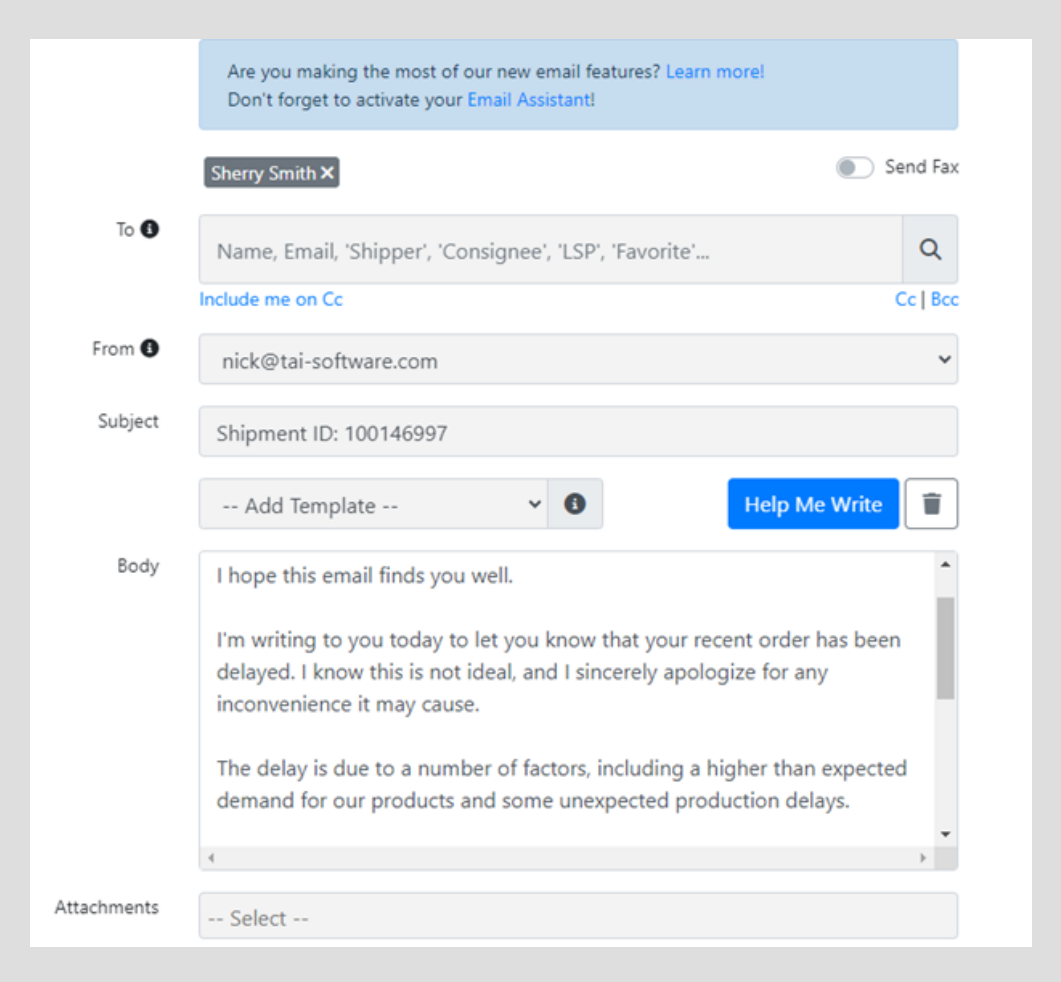


This heightened efficiency translates directly into a remarkable increase in the win rate for quotes. Prompt responses and precise quotes facilitated by Tai TMS empower brokers to secure more loads without augmenting their effort. The application of AI-driven automation ensures brokers never miss out on opportunities due to inbox overload.

The Tai TMS Revolution

And Tai hasn't stopped innovating. Tai's newest feature "Help Me Write" which is an integration with Google Bard, gives representatives the ability to create a professional email in seconds by entering in a few short words or phrases, saving time and ensuring accuracy. Tai TMS stands as an industry beacon, embodying the advancement of technology and operational excellence.

Through AI-driven automation, Tai TMS offers a comprehensive solution to the challenges that have historically plagued the freight brokerage world. By relieving brokers of manual tasks, Tai TMS empowers them to channel their focus towards strategic growth, top-tier customer service, and long-term profitability.



It's imperative to recognize that AI is not here to take jobs; rather, it amplifies broker capabilities and augments productivity. As we gaze into the future, AI is poised to revolutionize the freight brokerage landscape, much like mobile phones transformed communication. The question is not whether to embrace AI, but when.

Tai TMS, as a harbinger of this evolution, extends an invitation to freight brokers to embrace a future where technology and human ingenuity combined to elevate the industry to unprecedented heights. Contact us today to embark on this transformative journey.

Contact Us

tai-software.com