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BEYOND THE LOSS:

*How Cargo Theft Impacts Brand Trust,
Customer Experience and Revenue*

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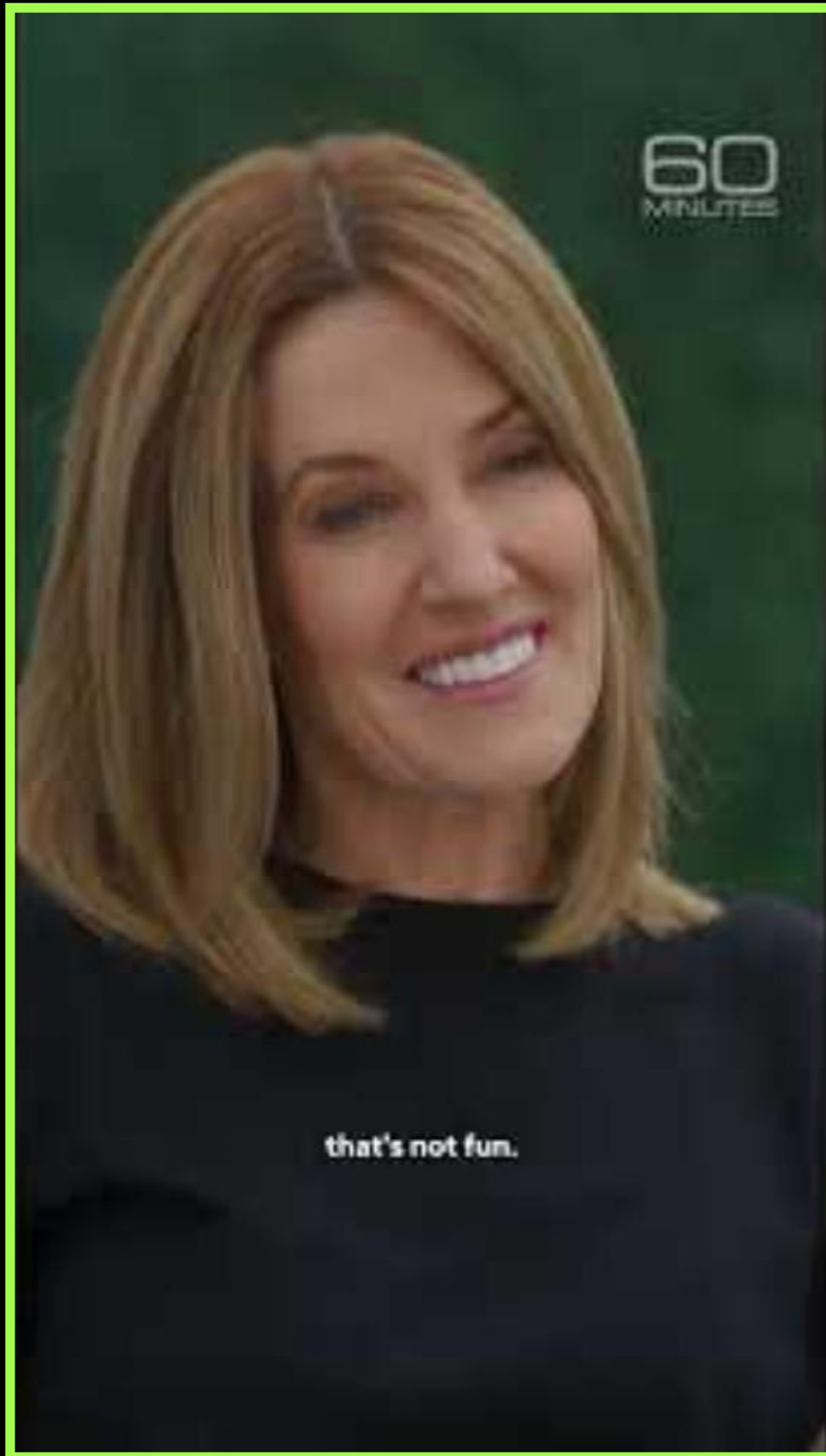
June 7-9, 2026 | Denver, CO

3,594 CARGO THEFT INCIDENTS REPORTED

That's one every 2.4 hours



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CARGO THEFT HITS MAINSTREAM MEDIA

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WHAT WE'LL COVER

01

The Cost Nobody Talks About

Beyond The Freight Loss – The Ripple Effect

02

The Customer Perception Gap

What Customers Are Actually Looking For

03

The Role of Sales & Marketing

The Alignment Framework: Prepare – Communicate – Recover

3 KEY TAKEAWAYS

01

A clear understanding of the brand and revenue implication of cargo theft beyond the immediate financial loss

02

Practical guidance on how teams can support customer communication during theft-related disruptions

03

A framework for aligning marketing, sales and operations to preserve trust and credibility when incidents occur

01

THE COST NOBODY

TALKS ABOUT

Beyond the freight loss – brand, trust & revenue implications

BEYOND THE FREIGHT LOSS— THE RIPPLE EFFECT

TWO TYPES OF LOSS — ONLY ONE GETS REPORTED

VISIBLE LOSS

What Gets Tracked

- Freight value & replacement cost
- Claims processing & administrative burden
- Carrier liability & insurance impact
- Lane disruption & re-routing costs
- Customer chargebacks or penalties

HIDDEN LOSS

What Erodes Quietly

- Customer trust & brand credibility
- Confidence in your reliability as a partner
- Long-term loyalty and lifetime revenue
- Referrals & word-of-mouth reputation
- Future RFP consideration & win rates

02 THE CUSTOMER PERCEPTION GAP

What Customers Are Actually Looking For

THE CUSTOMER JOURNEY DURING A THEFT EVENT

— THE CUSTOMER PERCEPTION GAP

1



Discovery

How did they find out?

From you proactively? Or when their shipment simply never arrived?

2



First Response

How was the message delivered to the customer?

Was the first communication empathetic and clear? Or procedural and defensive?

3



Resolution Period

Who touched the customer during claims?

Only claims staff, only their relationship owner, or executive level support?

4



Post-Resolution

What was done to conclude the event?

Did someone follow up to restore confidence? Or did you return to normal as if nothing happened?

WHAT CUSTOMERS ARE ACTUALLY LOOKING FOR

— THE CUSTOMER PERCEPTION GAP



Leadership

Evidence that you are managing the situation, even before the outcome is certain.



Transparency

They can handle bad news. What they cannot handle is being surprised or learning things secondhand.



Accountability

Someone specific must own communication. Not a system, not a department. A person.



Continuity

Assurance this is an exception, not a pattern. That belief is built entirely by how you respond.

03 THE ROLE OF SALES & MARKETING

The Alignment Framework: Prepare – Communicate – Recover

THE ALIGNMENT FRAMEWORK

PREPARE

COMMUNICATE

RECOVER

A pre-built, cross-functional playbook that works before, during, and after an incident

THE FRAMEWORK: PREPARE

— SALES & MARKETING ROLE



SALES

Set Communication Expectations

Establish how you will reach customers if something goes wrong during onboarding, not after an incident.



MARKETING

Build Trust Before It's Needed

Content demonstrating transparency and operational reliability creates the trust reserve incidents draw upon.



OPS

Brief the Front Line

Proactively share high-risk lane data, seasonal theft patterns, and mitigation steps with customer-facing teams.



ALL TEAMS

Build the Playbook Together

Agree on roles, message owners, and escalation paths before an incident. Write it down. Practice.

THE FRAMEWORK: COMMUNICATE

— SALES & MARKETING ROLE



Reach Out Before They Do

Be proactive. The customer should never initiate first contact during an active incident. That is a trust failure.



Lead with Empathy, Not Process

Claims language alienates. Clear, human language reassures. Customers want to feel you are in control.



One Voice, One Message

Coordinate ops, claims, and sales so the customer never receives contradictory information from different departments.



Maintain the Update Cadence

Even when there is nothing new to report, check in. Silence communicates that you are not in control.

THE FRAMEWORK: RECOVER

— SALES & MARKETING ROLE

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01 Schedule the Formal Debrief

Within 10–14 days of resolution. Not a casual check-in, a structured “let's debrief this together” conversation.

02 Come With Three Things

What we learned. What changed. What you can expect from us going forward. Make it specific and credible.

03 Assess Retention Risk

Not every dissatisfied customer will say so. Proactively evaluate which accounts need additional relationship investment.

04 Document & Improve

Capture the full incident cycle for training, onboarding, and continuous improvement across all three functions.

THREE THINGS TO TAKE BACK WITH YOU

01

Brand & Revenue Implications

Cargo theft costs far more than the freight value. Trust erosion, loyalty risk, and long-term revenue loss are the real numbers, and they don't appear on any loss report.

02

Practical Guidance for Your Teams

Sales and marketing should step forward during incidents, not back. With pre-built messaging, clear communication roles, and coordinated outreach, your teams become a competitive advantage.

03

The Prepare–Communicate–Recover Framework

A cross-functional playbook agreed upon before any incident. Defined roles, tiered outreach, and structured recovery built in advance, so you never improvise when it matters most.

YOUR NEXT STEP

ONE CONVERSATION.

When you get back to your office, have one conversation with your counterpart in ops, sales, or marketing about what your incident playbook looks like today.

Not a Project. A Decision

Decide in advance that customer trust is a shared responsibility. That decision cannot wait for the next incident to force it.

The Differentiation Opportunity

Your competitors are still treating this as a pure ops problem. That gap is your competitive advantage, but only if you close it first.

Use the Framework

Prepare. Communicate. Recover. Three words. One playbook. Infinite impact on customer relationships.

QUESTIONS?

We're available for hallway conversations – come find us.

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THANK YOU

When Cargo Goes Missing, Your Brand Is On The Line

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