

Embrace Technology To Be Prepared For The Next 5 Years!

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Dan Hellmann



2021 CONFERENCE



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Speaker



Dan Hellmann
CSO - Hubtek

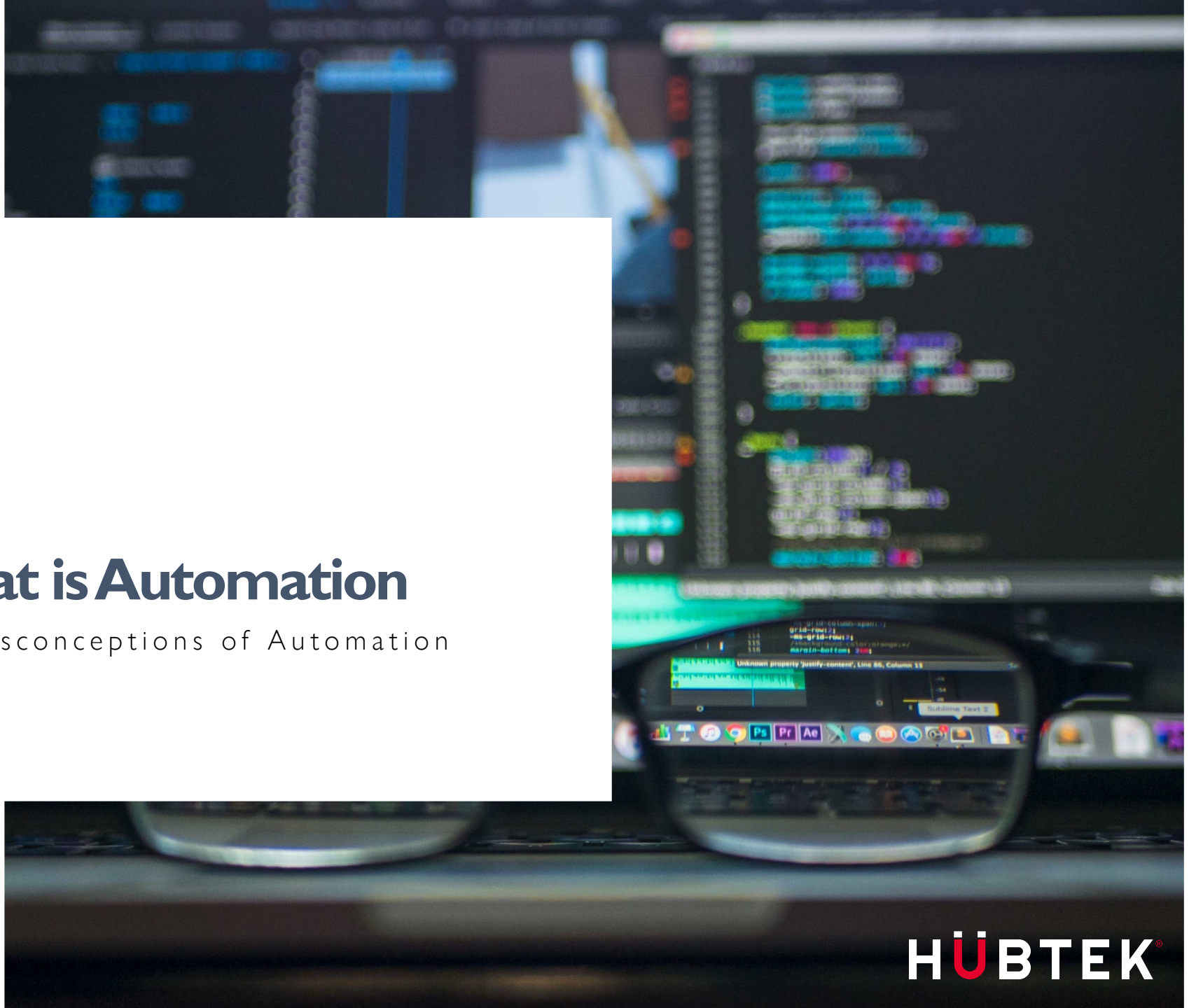


Agenda

Embrace Technology To Be Prepared
For The Next 5 Years!

1. What is automation and what can be automated in general
2. What disruptive technologies exist connected to automation
3. How are leaders using automation to improve their employee's satisfaction and productivity?
4. Top 3 processes that can be automated
5. Case Study



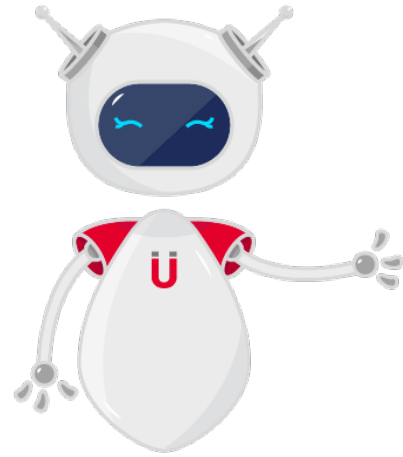


What is Automation

And Misconceptions of Automation



What is Automation:



Automation



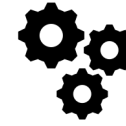
Perform Tasks



Minimum
effort



Tools



Techniques



Strategies



Meaningful
Tasks



Misconceptions of automation



Too expensive



Too big/small for automation



Lose visibility and control of our processes



Too Technical



Will steal my job



Increased security risks

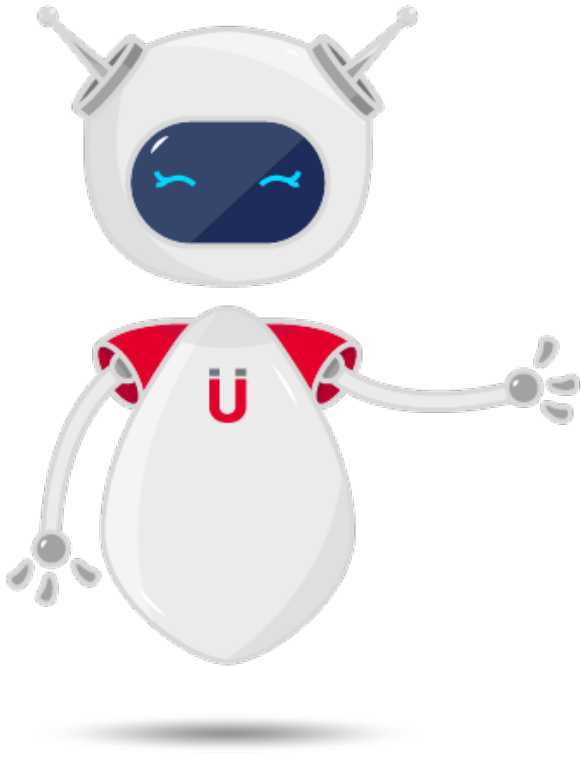


Too complex and time-consuming to implement



Automation around you

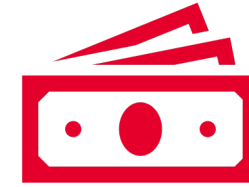
Most common ones



*Forgotten
password*



*Online
Shopping*



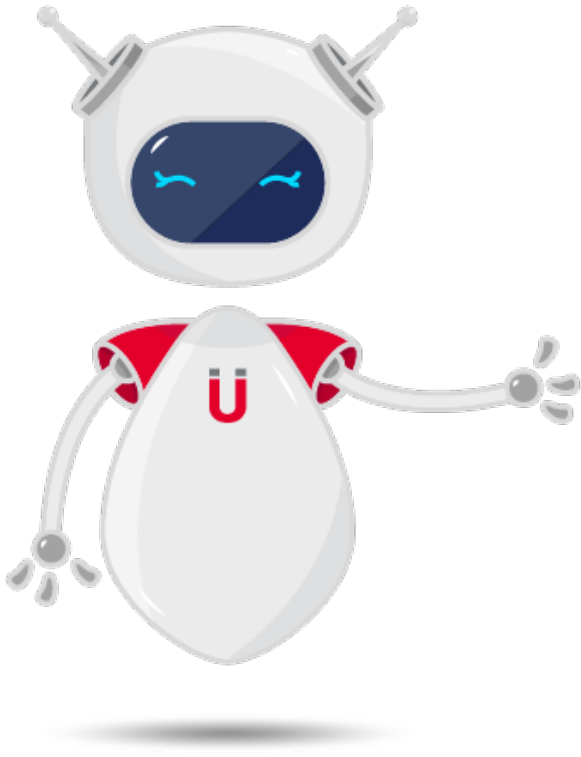
*Automatic
payments*

Other

- Administrative
 - Eliminate annoying emails – Gmail has an automative promotional folder
 - Email signatures



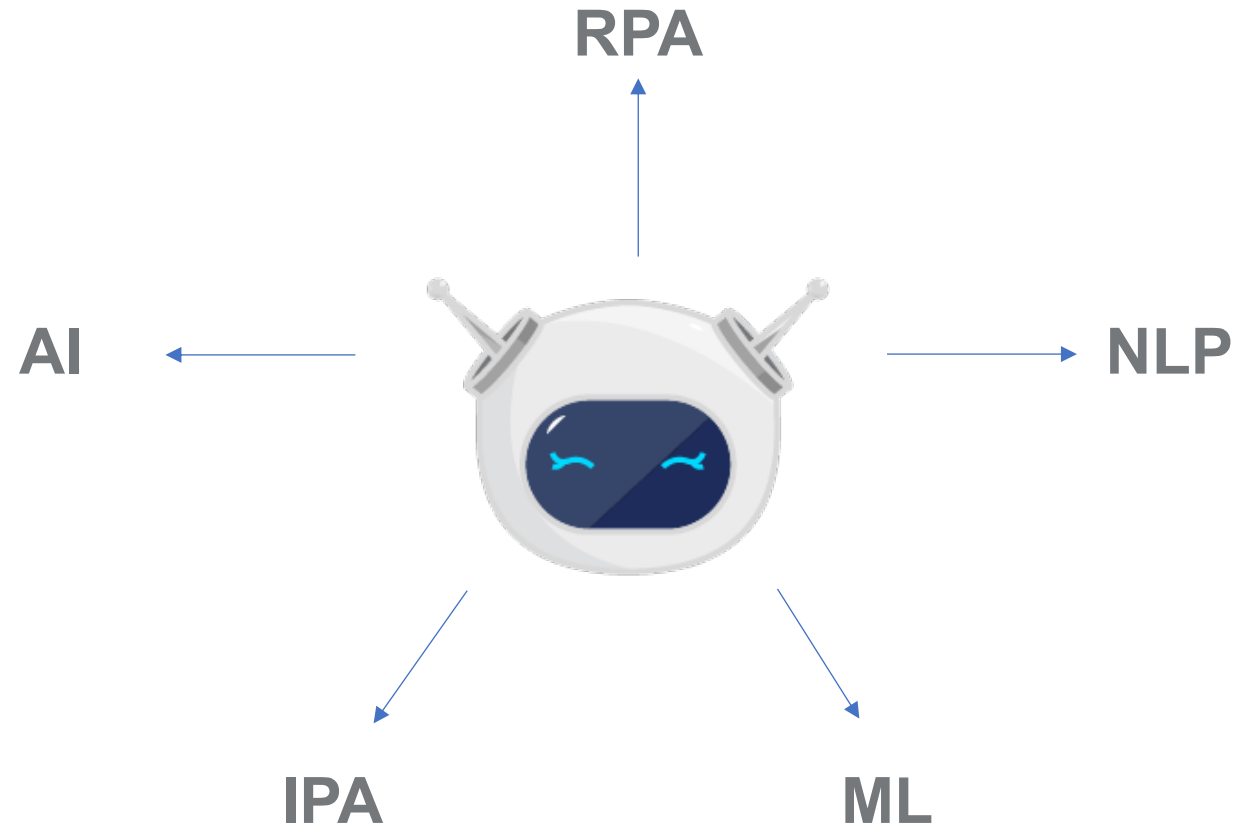
Automation around you



- Marketing
 - Social media – HootSuite
 - Research – Google alerts
 - Event registration, email correspondence
- Customer Support
 - Emails on customers or vendors birthdays or business anniversaries
 - Email responding through Gmail, canned responses that you fill in
- Financial
 - Invoice reminders – Freshbooks
 - Payroll – Gusto



Disruptive Technologies Tied to Automation



How Are Leaders Using Automation

To Improve Their Employees Satisfaction And Productivity



LTX Solutions – Redwood Logistics

Before Automation

3,000

LTL Orders

12

Employees



Tracking &
Auditing
Manually



Additional
5 FTEs to
Complete
the work



After Automation

10,000

LTL Orders

12

Employees

+230%

Increase in business keeping
staffing cost level

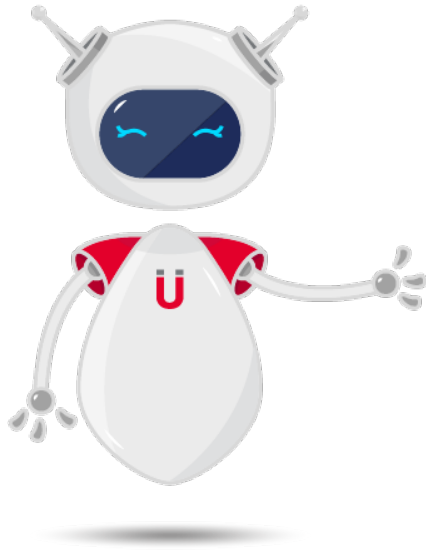


Processes That Can Be Automated

To Improve Their Employees Satisfaction And Productivity



Processes That Can Be Automated



Back Office

First ones

Brokerages

Processes Automated



Rate Quoting



Order Entry



Carrier Sourcing/
Capacity



Automation Improves Customer Experience

Rate Quoting



Speed



Accuracy



Increased touch points



24/7 response rate



Selling point to build deeper relationship

Order Entry



Elimination of errors



More time spent speaking with customers and carriers



Consistency across the organization



Hurdles to Overcome

Customer Beliefs

- ✗ Inaccurate Rates
- ⚠ Over Commit
- 🧩 Lose Human Interaction
- ❓ General Confusion to Technology

Reality

- 🎯 Improved Rates
- 📊 Control on Volume, Verify Capacity
- 💡 Increased Human Focus and Relationships
- 🔄 Convert Transactional Business to Partnerships



Tactics to Promote



Business Review/QBR



LinkedIn



Create Visual Workflow



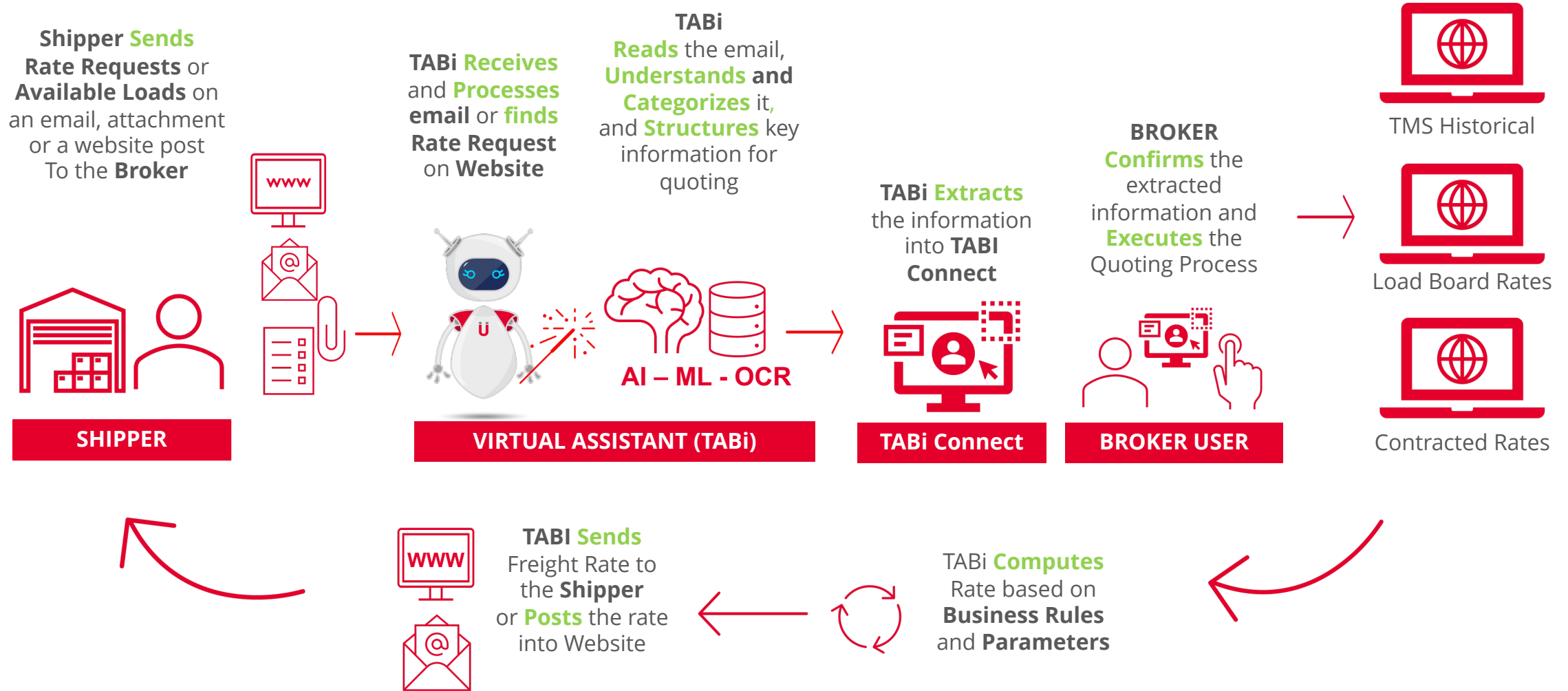
Integrate into
Sales Presentation



Newsletter/
Press Release



Automated Intelligent Freight Quoting





Simple Logistics

Case Study



Simple Logistics - Case Study





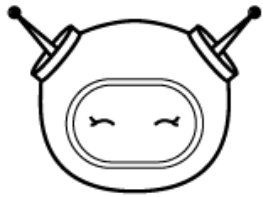
Achieve **Growth** with Hubtek

Simple Logistics' Results

HÜBTEK®

Automated Intelligent Freight Quoting

Hubtek is a workforce solutions provider for Transportation Companies. Through our co-managed talent, intelligent automation, and growth acceleration platform, we allow companies to optimize their processes, accelerate their growth and boost their positioning in the marketplace.



TABi

Intelligent Process Automation



Freight Quoting



TMS Order Entry



Carrier Sourcing



Co-Managed Talent

Your ideal talent team



Performance

Boost your productivity



HÜBTEK®



 **DAN HELLMANN**

 +1 (812) 249-1658

 Danh@gohubtek.com

THANK YOU

www.gohubtek.com

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