LTL eCommerce

How the right LTL shipping partner can improve heavy-freight eCommerce experiences

KUEHNE+NAGEL

As eCommerce becomes an increasingly vital part of every LTL shipper's business, the right LTL shipping partner is more important than ever. Working with the right LTL shipping partner will deliver countless benefits — not only to shippers but to their customers as well.

At Kuehne+Nagel LTL eCommerce, we're committed to providing heavy-freight LTL shipping experiences that promote efficiency, flexibility and transparency. In this ebook, we'll explain what this looks like.

Simple but sophisticated

When done effectively, heavy-freight LTL shipping works much like the parcel industry (i.e., a hub-and-spoke model) but with larger packages and shipments. Because the classification and pricing system is very different, it can be confusing. The right partner can eliminate the cumbersome LTL shipping processes that typically create challenges between the manufacturer, carrier and end customer — which means heavy-freight LTL shipping experiences can be just as simple as small parcel.

It all starts with the right transportation management software.

At Kuehne+Nagel LTL eCommerce, we provide a turnkey solution that includes a customizable self-service website and app that you can use whether you have a transportation management system (TMS) or not. The Kuehne+Nagel LTL eCommerce system can be adapted to your existing systems and processes or serve as a stand-alone solution for all your LTL shipping needs.

Our transportation management software offers these features to help improve your heavy-freight LTL shipping processes — and create effortless, small-parcel–like shipping experiences for your customers:

- Customer tracking and vendor routing websites that are branded to your organization

- Application programming interfaces, electronic data interchange and custom data extracts

- The ability to see when transactions process

- Images associated with the transaction

- Visibility into audits and recommendations by Kuehne+Nagel LTL eCommerce

- Data center colocation to ensure systems are available 24/7

These powerful features can seamlessly integrate into an existing system and complement it by working with existing enterprise resource planning systems, sales-order platforms, purchasing-order platforms, accounting systems and more. It can also work as a sophisticated stand-alone tool.

Tailored to your needs

The ability to integrate is only one customization option. We also deliver services and capabilities based on your needs and expectations.

The turnkey solution: We can offer an LTL shipping solution that fully integrates into your existing TMS — or it can stand alone. Some Kuehne+Nagel LTL eCommerce customers have rates integrated into their systems and use our eCommerce tools to provide accurate LTL freight costs in their site's online shopping cart, resulting in a seamless shopping experience for their customers.

On-demand expertise: Shipping heavy freight online can be complex and often requires manual work. If you're relying on a completely manual solution to route shipments — or manual solutions are used throughout your shipping process — Kuehne+Nagel LTL eCommerce can provide LTL strategies to enhance the efficiency of your heavy-freight operations.

A hybrid approach: Customers can choose to only use the Kuehne+Nagel LTL eCommerce web portal for shipment information and then manually enter it into their own TMS. This allows you to deliver accurate rate quotes and other information to your customers without the integrations.

Intuitive and powerful

One of the reasons eCommerce providers like Amazon have exploded in popularity is the simplified user experiences they create. LTL solutions can be just as easy to use. A heavy-freight LTL shipping partner like Kuehne+Nagel LTL eCommerce provides eCommerce shipping solutions and capabilities that nearly mimic the small-package experience. This means we can provide the user-friendly experiences that your customers are coming to expect, including:

The best LTL providers are taking what consumer eCommerce shipping software offers and applying it to a commercial system. This means that anyone in your organization can manage LTL shipping with very little training or industry experience.

Fast access to the best possible rates and carriers

Real-time routing and vendor rating information

The ability to track each shipment from door to door

Cost-effective

The right eCommerce software isn't just user-friendly. It also estimates accurate shipping costs and finds the best solution for each LTL shipment. This means you receive the carrier and rate information that ensures you're not leaving money on the table or otherwise eroding profit margins. This entire process can be automated, which maximizes efficiency and provides the best rates and shippers for any given job.
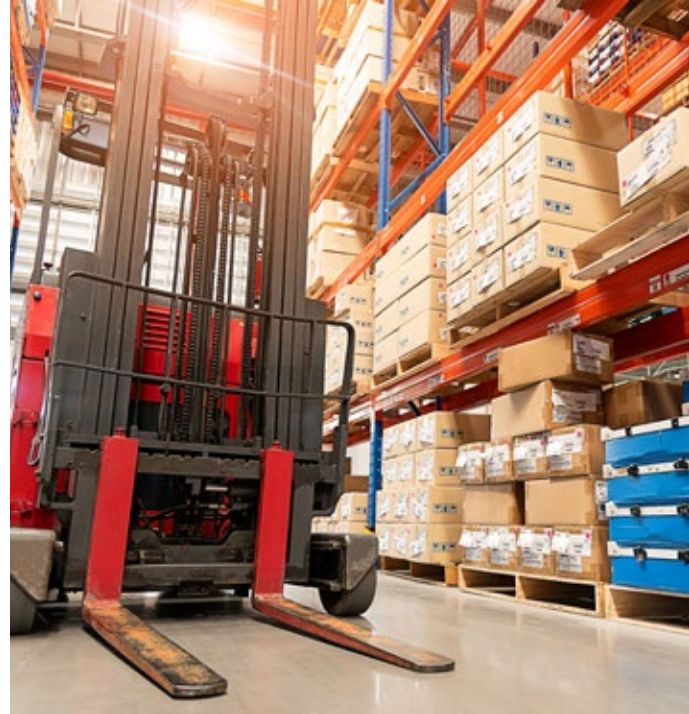
Customer-centric

The freight management partner you choose for your LTL shipping needs should look out for your interests first. A partner who wants to ensure your needs are consistently met on a long-term basis will seek to improve your LTL shipping operations, experience and profitability. They'll offer LTL strategies that are geared for success over the long haul.

Flexible

When it comes to LTL shipping, you should be calling the shots. The right LTL freight management partner should act as a consultant who presents options and offers the pros and cons of different carriers and approaches. They should have deep logistics expertise and a network that includes the best carrier partners. They'll present you with informative data and deliver the solutions that meet your needs.

Transparent

No matter how simple the software, the LTL freight costs can confuse even the most seasoned shipping professional. Heavy-freight LTL shipment costs can vary a lot because they're dependent on how the freight is classified. Your partner should be able to help you understand how heavy freight should be classified and how those classifications affect prices.

Make your LTL shipping better for your customers

In every partnership, Kuehne+Nagel LTL eCommerce works to build the right LTL shipping solution for each customer's unique needs. Our ultimate goal is to enhance your customers' experiences. This is why we've developed transportation management software that can either stand alone or integrate with your systems to deliver:

🛒 Accurate heavy-freight LTL shipping rates right to your online shopping cart at time of purchase

📍 Automatic shipment tracking that provides precise ETAs

⇄ Flexibility in terms of offering only the features that you want and need

🚚 Real-time carrier routing and rating information

📊 Expert freight administration and reporting

All of Kuehne+Nagel LTL eCommerce's technology is backed by superb customer service, run by a dedicated account executive and backed by representatives trained to handle any questions you may have. We also facilitate communication between shippers and carriers based on customer desires and expectations. It's all about meeting your needs.

Get started today

Give your customers the small-parcel experience for their heavy-freight LTL shipping. To see how you can start improving the eCommerce experience for your customers and grow your online sales, try Kuehne+Nagel LTL eCommerce's risk-free savings analysis.

About Kuehne+Nagel

In 1890, August Kuehne and Friedrich Nagel founded a freight forwarding company in Bremen, Germany. Over the last 130 years, Kuehne+Nagel has evolved from a traditional shipping company to a global logistics partner that offers highly specialized solutions for major industries worldwide.

Today, Kuehne+Nagel is headquartered in Switzerland, with a presence all over the world. We focus our business on the most essential element: the needs of our customers.

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