

How a CPG Brand Saved \$823,500 in Year One

Strategy changes cut freight costs, recovered overbilling and stopped compliance fines, without changing a single carrier or 3PL partner.

Results at a glance

Year one

TOTAL YEAR-ONE SAVINGS

\$823,500

RECURRING \$637,500 a year realized

ONE-TIME \$186,000 audit credit

NEGOTIATED RATES

3.5% lower

\$262,500 a year
on \$7.5M outbound freight

MULTI-STOP SHIPMENTS

15% per order

\$250,000 a year
~\$1,500 saved per order

Where the \$823,500 came from

Savings by lever

Carrier negotiation (recurring)		\$262,500
Multi-stop shipments (recurring)		\$250,000
Freight audit credit (one-time)		\$186,000
BOL error fines (recurring)		\$50,000
Appointment compliance fees (recurring)		\$40,000
Pallet placard fees (recurring)		\$35,000

Realized recurring: **\$637,500 / yr** One-time credit: **\$186,000** Year one total: **\$823,500**

How we worked

Our process



01 Benchmarking + carrier negotiation

Contract vs. market rate

RATE REDUCTION

3.5% lower

RECURRING SAVINGS

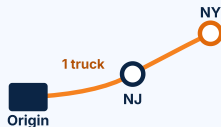
\$262,500

per year

Lane-by-lane benchmarking gave the leverage to cut rates across a **\$7.5M** outbound budget.

02 Multi-stop shipments

Routing & network optimization



RECURRING SAVINGS

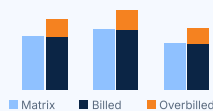
\$250,000

15% avg · ~\$1,500/order

Nearby stops from one origin, like New Jersey and New York, now share one truck.

03 Freight audit & savings verification

Billed vs. agreed pricing matrix



CREDITED BACK

\$186,000

ONE-TIME recovery

Some lanes were billed at spot rates instead of the agreed matrix.

Fix: billing corrected to the agreed matrix

04 Accessorial & compliance control

\$125,000 a year in fees stopped (recurring)

ISSUE	FEE	COST	NOW
BOL errors	\$200 per order, charged by one customer	\$50K/yr	Complete BOLs before shipping
Appointment compliance	\$250 missed · \$500 no-show · \$200 late reschedule	\$40K/yr	Billed back to the carrier (SLA)
Pallet placards	\$50 per pallet shipped without one	\$35K/yr	The 3PL's responsibility (SLA)

What the client valued most

Client feedback

- ✓ **Significant savings** across freight, fees and billing
- ✓ **An effective strategy** that was easy to put in place
- ✓ **No new carriers or 3PL**, just tweaks to the strategy

Where is the savings hiding in **your** freight spend?

Send 12 months of freight invoices and current rates. We'll benchmark your lanes and rank the opportunities by dollar value.

Get My Free Review

Mutual NDA · No upfront consulting fee · We don't contact your carriers without your written approval

Figures are this client's year-one results: \$637,500 a year in realized recurring savings plus a \$186,000 one-time audit credit. Your results depend on your freight profile. Client name withheld for confidentiality.