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End-to-End Visibility: The Next Level of LTL Freight



Is your company concerned about freight visibility?

Thanks to the Amazon Effect and boom in ecommerce, consumers have become accustomed to following their packages from order to delivery and now that the same transparency expectation has migrated to the less-than-truckload (LTL) industry. This fact is exemplified in a recent study from the American Trucking Association that noted 75% of shippers said freight visibility is a major concern in their supply chain. Shippers need to know where their freight is and when it will arrive because their end-users are demanding that visibility.

In this guide, Banyan Technology explores freight visibility, technology's role in achieving it and how improved freight visibility benefits the entire supply chain.

Download the PDF to read about:

- It's Not Just Knowing Where Your Freight Is
- How Does Technology Help Improve Visibility?
- Better Visibility = Better Relationships



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