

Modernizing Freight Operations Through Product Thinking

Challenge

A transportation and logistics company was evaluating how to modernize dispatch, billing, and document management across fragmented systems. Leadership sought clarity on where to invest, what tools to prioritize, and how to reduce delays tied to manual processes.

Approach

- Conducted a technology and workflow audit across dispatch operations and back-office functions.
- Identified pain points related to compliance visibility, document capture, and inter-team communication.
- Defined opportunities for phased modernization efforts using scalable APIs, lightweight automation, and better cross-system integration.
- Structured an experimentation plan aligned with operational priorities and cost-saving goals.

Key Artifacts

- Technology audit summary and modernization readiness scorecard
- Dispatch, billing, and doc management workflow maps
- Pilot evaluation criteria and phased modernization roadmap
- Recommendations brief for quick wins and API readiness

Strategic Outcomes

- Clear roadmap for process automation and compliance digitization
- Defined cross-functional priorities tied to cost reduction and speed
- Leadership alignment around ROI-driven investments
- Reframed tactical tooling discussions into strategic product decisions