

HOW ETHNIX GROUP GOT HOURS BACK IN THEIR DAY – AND QUOTED 90% FASTER

CUSTOMER CASE STUDY

EXECUTIVE SUMMARY: AT A GLANCE

CLIENT: Ethnix Group | **INDUSTRY:** Food & Beverage Distribution

SOLUTION: Loadsmart (*ShipperGuide & Opendock*)

KEY RESULTS:

- Spot quote turnaround times slashed from **1–2 hours down to just 5–10 minutes**.
- **50% reduction** in manual coordination calls and emails for dock appointments.
- **80–90% of dock appointments** are now completely self-scheduled by carriers.
- Successfully scaled freight volume by **10–15% without adding headcount**.

ABOUT ETHNIX GROUP

Ethnix Group is a growing food and beverage distributor specializing in temperature-sensitive and intermodal logistics. Operating with a lean, focused supply chain team out of their Smyrna facility, the company manages complex inbound and outbound freight requirements. To sustain growth, Ethnix Group requires an efficient, scalable way to procure specialized carriers, manage fluctuating spot market rates, and keep physical warehouse operations running exactly on schedule.



THE CHALLENGE: FRAGMENTED SOURCING AND MANUAL BOTTLENECKS

Before partnering with Loadsmart, Ethnix Group's logistics team faced operational friction across two major fronts: freight procurement and dock scheduling. Sourcing competitive rates for specialized freight—such as intermodal reefer and temperature-controlled loads—was a highly manual endeavor. The team **“relied heavily on phone calls and email chains with brokers,”** meaning that getting a single competitive spot quote required reaching out to multiple contacts individually and waiting hours for responses. This fragmented approach meant they were often **“relying on a handful of known broker contacts, which limited our options and made benchmarking rates nearly impossible.”**

Simultaneously, managing the Smyrna facility's dock appointments created an administrative burden. Scheduling was done entirely via back-and-forth emails and phone calls, leaving the team without a unified view of the day's arrivals. This lack of transparency made it incredibly difficult to anticipate or prevent carrier no-shows and late arrivals, pulling valuable resources away from strategic tasks just to manage basic facility execution.

[Learn More About Loadsmart](#)



THE SOLUTION: ONE CONTINUOUS WORKFLOW FROM RATE TO DOCK

Seeking a way to simplify sourcing and improve rate visibility, Ethnix Group discovered Loadsmart. Rather than patching together disparate point solutions, they realized that deploying **ShipperGuide** (for freight procurement) and **Opendock** (for dock management) simultaneously under one partnership would provide a more holistic operational upgrade.

Implementing both tools together allowed Ethnix Group to manage two critical parts of their logistics operation through a single partner, which ultimately **“streamlined onboarding and gave us confidence in the support structure.”**

STRATEGIC FEATURES IMPLEMENTED:

- **Automated Spot Quoting (ShipperGuide):** Replaced manual broker outreach entirely for spot freight, bringing instant market rate visibility to a central dashboard.
- **Market Benchmark Rates:** Empowered the team with real-time data to instantly evaluate carrier pricing, making negotiations more informed and giving them “more confidence when accepting or pushing back on a quote.”
- **Carrier Self-Scheduling (Opendock):** Shifted the scheduling burden to the carriers themselves, allowing the internal planning team to see the full warehouse schedule in real time.



THE RESULTS:

The impact showed up quickly across both freight procurement and dock operations.



SLASHING SOURCING TIMES BY 90%

With ShipperGuide replacing manual broker outreach, spot quote turnaround dropped from 1–2 hours **to 5–10 minutes**. The team also gained **2–3x more visibility per load** by accessing a broader carrier network through the platform, a significant upgrade from the handful of broker contacts they’d relied on before.



DOCK COORDINATION, HANDLED BY CARRIERS

The implementation of Opendock completely transformed facility operations at the Smyrna plant. Today, up to **90% of all dock appointments are self-scheduled by carriers**. By eliminating the traditional administrative back-and-forth, Ethnix Group achieved a **50% reduction in manual coordination work**, resulting in organized check-ins, cleaner carrier communication, and a total elimination of surprise arrivals.

With the scheduling burden off their plate, the planning team now uses real-time dock visibility to align staffing and staging with actual carrier arrivals, work that wasn’t possible when the schedule lived in emails and phone logs.



SCALING VOLUME WITH EXISTING HEADCOUNT

Ultimately, the combined power of Loadsmart’s ecosystem has allowed Ethnix Group’s lean logistics team to do more with less. By reclaiming significant hours each week, the company has successfully **handled 10–15% more freight volume with the exact same team**, bypassing the need for costly additional headcount.



CLIENT PERSPECTIVE

"Loadsmart has simplified how we source freight and manage our dock, giving our team back time and giving us better tools to make smarter decisions."

If you are still sourcing carriers through phone calls and managing dock appointments manually, you owe it to yourself to see what Loadsmart can do.

The efficiency gains are real, and having both products under one roof makes the transition straightforward."

— Salvador, Logistics Procurement & Coordination (Ethnix Group)

READY TO TRANSFORM YOUR LOGISTICS OPERATION?

Stop wasting hours on manual broker emails and chaotic dock schedules. Join leading distributors like Ethnix Group and unlock automated efficiency today.

[BOOK A DEMO AT SHIPPERGUIDE.COM](https://shipperguide.com)

