

How General Insulation Company Quickly Achieved 18% LTL Savings

CUSTOMER CASE STUDY



By partnering with Loadsmart's digital brokerage service and leveraging ShipperGuide TMS, GIC drastically reduced LTL costs, improved quoting efficiencies, and optimized mode selection.

CHALLENGE

Disjointed load planning and disparate systems caused waste and slow operations

OPPORTUNITY

Partner with a broker with logistics expertise and technology to find savings and execute LTL and TL nationally

RESULTS

18% reduction in LTL costs, improved quoting efficiency, and added mode support



ABOUT GENERAL INSULATION

General Insulation Company provides a full line of sustainable products and solutions for thermal efficiency, condensation/moisture control, and life safety. They are an insulation distributor and supplier that stocks and fabricates a wide variety of industrial, commercial, weatherization and fire-stopping products for the construction market. With a vast network of strategically located warehouses and fabrication facilities, GIC is uniquely positioned to service customer needs in a timely fashion with products that will meet their specific requirements.



ABOUT IAN ALLISON

Ian Allison is the Transportation & Supply Chain Manager at GIC. He focuses on optimizing the transportation and logistics operations of the company, including overseeing 40+ distribution locations within the United States and dozens of load planners. With over 16 years of on-the-ground experience running logistics teams, he brings a wealth of knowledge, technical acumen, and experience partnering with service providers to GIC.

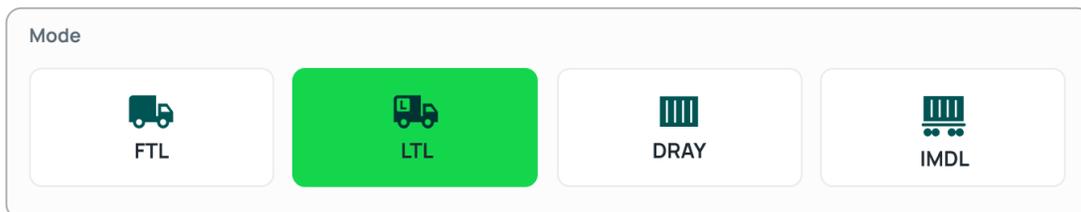
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BEFORE LOADSMART

General Insulation Company has a long history of successful distribution, as well as many talented logistics professionals on its team. However, systems and processes were needlessly disparate. Many branches often acted independently of one another, with different systems and processes to accommodate unique carrier relationships. According to Ian Allison, **“It worked, but it wasn’t efficient.”** Phone calls, emails, and waiting around added to the inefficiency. *“We didn’t have a partnership with only a few providers who could service us nationally... so we couldn’t foster a strategic relationship.”* Their challenge was finding one platform for everything.

CHOOSING LOADSMART

A few years back, GIC found what they thought was the solution: a provider that helped them centralize and automate their TL quoting. GIC even worked with Loadsmart through this other platform for their TL needs. When this partner unexpectedly exited the market in 2023, however, Loadsmart put their hat in the ring to fill the gap and proposed a way for GIC to execute their LTL freight while getting a multi-modal TMS all at the same time.



Loadsmart proposed a solution that would unite GIC’s entire logistics network with a single piece of technology, ShipperGuide TMS. It would not only allow GIC to continue working with its established carrier network but also incorporate Loadsmart’s instant pricing for Truckload, LTL, and Partial TL. This strategy would empower GIC load planners to instantly price, book, and ship freight with guaranteed capacity.

In the initial analysis, Loadsmart was able to show GIC how they would be able to save 14% on their overall LTL spend while optimizing the teams’ day-to-day operations. From there, Ian and his team spot-quoted a few shipments to see real rates and compare service to the market. Confident that Loadsmart was going to be able to deliver value, GIC decided to begin implementation.

IMPLEMENTATION

Change management is a big piece of implementing any new piece of technology or process. Luckily, the intuitive user interface and standardized quoting flow within ShipperGuide TMS helped the teams train quickly. GIC hosted 3 different regional trainings with 50 - 60 load planners over a series of a few weeks.

“Our people are smart,” said Ian. *“But ShipperGuide TMS isn’t a difficult system to use, it’s intuitive and easy. We just needed to show our teams the general ways of operating within ShipperGuide and then give them the freedom to use it.”*

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“We were sitting there thinking, ‘Are these savings real?’ And to our surprise, not only were they real, but they were better than what was actually proposed!”

– Ian Allison (Transportation & Supply Chain Manager GIC)

RESULTS



QUOTING EFFICIENCIES AND BETTER MODE UTILIZATION

Bringing TL and LTL together onto a single platform has made daily work much more efficient at GIC. Instead of moving back and forth between different TMSs and carrier websites—or even spreadsheets—they can do it all within a single portal, which has saved the company considerable time.

GIC is also able to compare all modes much more efficiently, thanks to ShipperGuide TMS. Although most of their freight is considered High Class, there are often occasions where a load is mode neutral. The team member can pull quotes for LTL while simultaneously getting a Volume and Partial TL rate back. Depending on the mileage band, sometimes it will make more sense to ship the load as a partial TL instead of an LTL.

They can also compare service while making this decision, viewing shipping times and number of touchpoints, then contrasting cost and service. **ShipperGuide TMS makes it easy for GIC to choose the best mode for every shipment** by presenting all relevant information upfront.



REAL LTL SAVINGS

During the analysis phase, Loadsmart proposed an expected 14% savings on LTL costs. After only 7 months of using Loadsmart’s brokerage services for LTL, however, it was shown that actual **LTL savings is 18%**

According to Ian, *“I was absolutely surprised because other carriers had tried to bid on our business, and they always fell short. They would offer 1 - 2% savings which was definitely not worth the cost of change. But when Loadsmart came back and said they could offer us 14% LTL savings, that was the real impetus for the change. We were sitting there thinking, ‘Are these savings real?’ And to our surprise, not only were they real, but they were better than what was actually proposed!”*

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FREIGHT INSPECTION COST AVOIDANCE

Another aspect of the partnership with Loadsmart that has stood out to the GIC leadership team has been proactive freight inspection cost avoidance. Freight inspections occur whether a shipper likes them or not, but GIC previously hadn't had a way to dispute unwarranted fees stemming from these inspections. It was seen as a charge that had to be eaten.

Now, GIC gets alerts from the Loadsmart team on shipments that were inspected, along with the reasoning for the inspection. Sometimes, failed inspections are GIC's error, but when the carrier's fault is involved, GIC can prove it and avoid the fee.

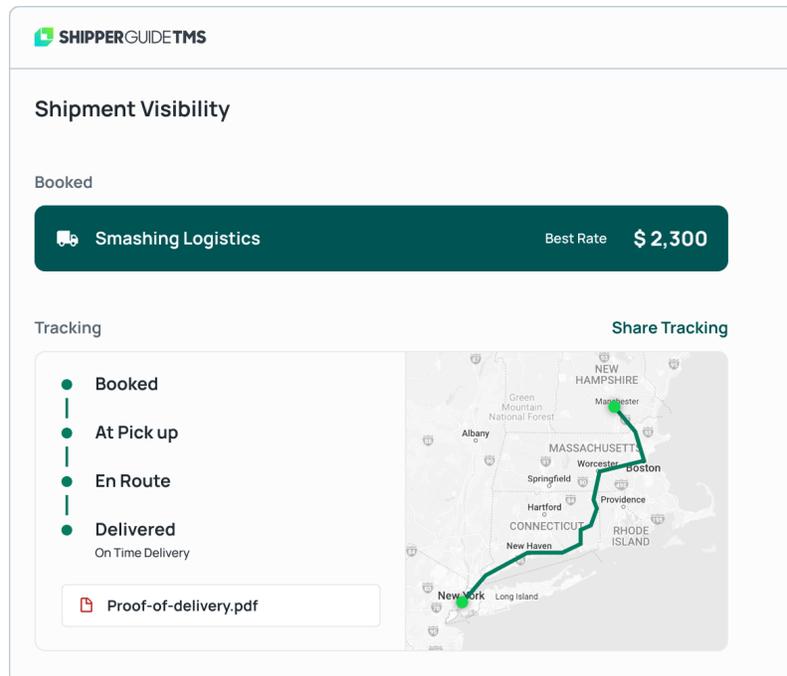
"There's a fairly significant dollar amount that we've been able to save on our freight because the Loadsmart team has allowed us to be able to dispute LTL inspections," said Ian.



BETTER TRACKING

Tracking is another area where GIC has seen operational improvements. With ShipperGuide TMS, GIC can see shipment milestones so they don't need to jump to a carrier's website to check the status of a load. For TL shipments, GIC's team uses ShipperGuide's 'AskCarrier for Updates' feature to chat directly with the carrier.

"We've been able to use it by simply clicking one button and asking the carrier themselves for an ETA or other information, instead of us having to rely on sending emails or making phone calls. It's all right there for us and we can work within one platform," said Ian. *"It doesn't matter if it's a Loadsmart brokered shipment or another provider's tracked shipment; you're still getting that level of tracking!"*



The screenshot displays the ShipperGuide TMS interface. At the top, it says "SHIPPERGUIDE TMS". Below that, the "Shipment Visibility" section shows a "Booked" status for a shipment with "Smashing Logistics" as the carrier and a "Best Rate" of "\$ 2,300". The "Tracking" section includes a legend with four stages: "Booked", "At Pick up", "En Route", and "Delivered" (with a sub-note "On Time Delivery"). A "Proof-of-delivery.pdf" document is listed below the legend. To the right, a map shows the shipment route from New York to Massachusetts, with a "Share Tracking" link.

RESULTS



BENCHMARKING DATA

ShipperGuide TMS provides users with benchmarking data for analysis, especially on TL rates. Ian's team uses this information when someone from Sales is bidding on a job and needs to know roughly how much shipping will cost. "We can see Loadsmart's rate digitally almost instantaneously and then the benchmark data," said Ian.

"It gives the salesperson a good idea of what that freight is going to cost, and they can add that into their final bid or quote. When we win, we're able to bill that back to the customer or know ahead of time what cost we plan to absorb. It allows us to be much more competitive."



ACTIONABLE INSIGHTS WITH LOADSMART'S CO-PILOT DATA TOOL

The AI-powered chatbot in ShipperGuide TMS, known as CoPilot, has proven very helpful for GIC to extract data insights from the platform. With it, they can quickly generate actionable visualizations and reports, including interactive maps and charts, based on their shipping data. He can ask questions about how GIC freight spend is trending against the market and see exactly where there is overspending. Then, his team can negotiate better rates on the isolated lanes. Visualizations can be brought to the leadership team without someone wasting time making graphs and charts as well.

"You can really pinpoint operational analysis to see where you're bleeding money," said Ian. And it isn't just about getting data to reduce costs. Ian uses CoPilot to make hard conversations easier. "If you're having a conversation about pickup success and we know that we're much better as a company when we set out TL appointments at 11 am versus 8 am. If someone questions that assumption, we can go back to the data and show them the real on-time percentages to prove 11 am is better."



OVERALL EXPERIENCE

*“From a strategic viewpoint, the Loadsmart team has been integral to developing different strategies that benefit us as a whole. Loadsmart comes to the table with different offerings and ideas, **having those strategic relationships at the top helps us create efficiencies,**” said Ian.*

“From an operational standpoint, many 3PLs, especially in LTL, are reactive, which isn’t helpful. We want to be as proactive as possible. And that is the experience we have with Loadsmart. We never have a surprise when an exception occurs; there’s always a plan and next steps.”

ADVICE TO SHIPPERS

*“My advice to shippers—**when Loadsmart is knocking on your door, answer it!** Sure, you might be good at what you do, but can you get better? I would say with Loadsmart, most certainly you are going to get better.”*



MORE VALUE. BETTER AND FASTER ROI.

All for less than a traditional TMS.
See measurable impact from day one with ShipperGuide TMS.

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