



Front for logistics

SOLUTION OVERVIEW



OVERVIEW

The email platform built for modern logistics teams

Triaging thousands of emails a day is no ordinary task — so you shouldn't have to settle for an ordinary email client. Front brings all of your company's communication into one place, making your work more organized, your team more efficient, and your email more collaborative.



Get more done together

Manage high email volume to multiple accounts like brokers@ and quotes@ in one place, automate busywork, and scale the impact of your team.



Faster replies, happier customers

Say goodbye to endless email threads and turn all of your conversations into action with integrated comments and assignments.



Keep your team in sync

Never forward a customer email — or shout across the office — to check up on an order status again. Instead, make your inbox your team's source of truth. Reduce errors, stop duplicate work, and empower your team to make better decisions, faster.

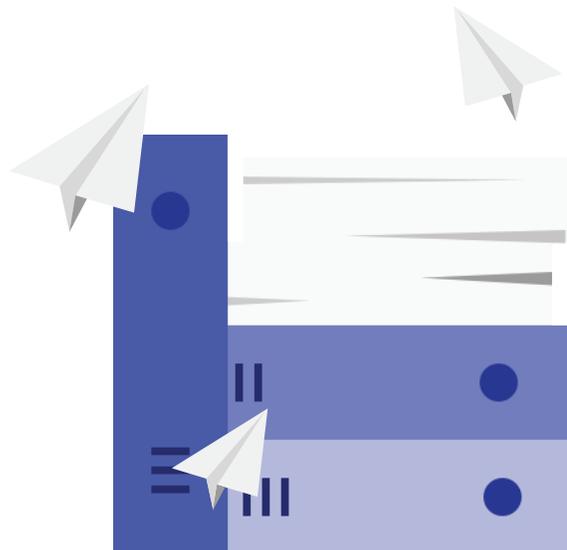


Work smarter

In-depth analytics give you visibility into critical business metrics. Watch revenue trends and monitor real-time performance so your team can do better, faster, and more informed work.

THE PROBLEM

Your inbox can't keep up with demand



For your team, every missed email is a missed opportunity — and potential lost revenue. But your business is growing, your inbox is flooded, and your team is dropping the ball.



Personal inboxes give your business multiple points of failure

- ✗ Critical conversations stop, important information gets trapped
- ✗ No way to track every message from start to finish
- ✗ Every person is a possible bottleneck in your process

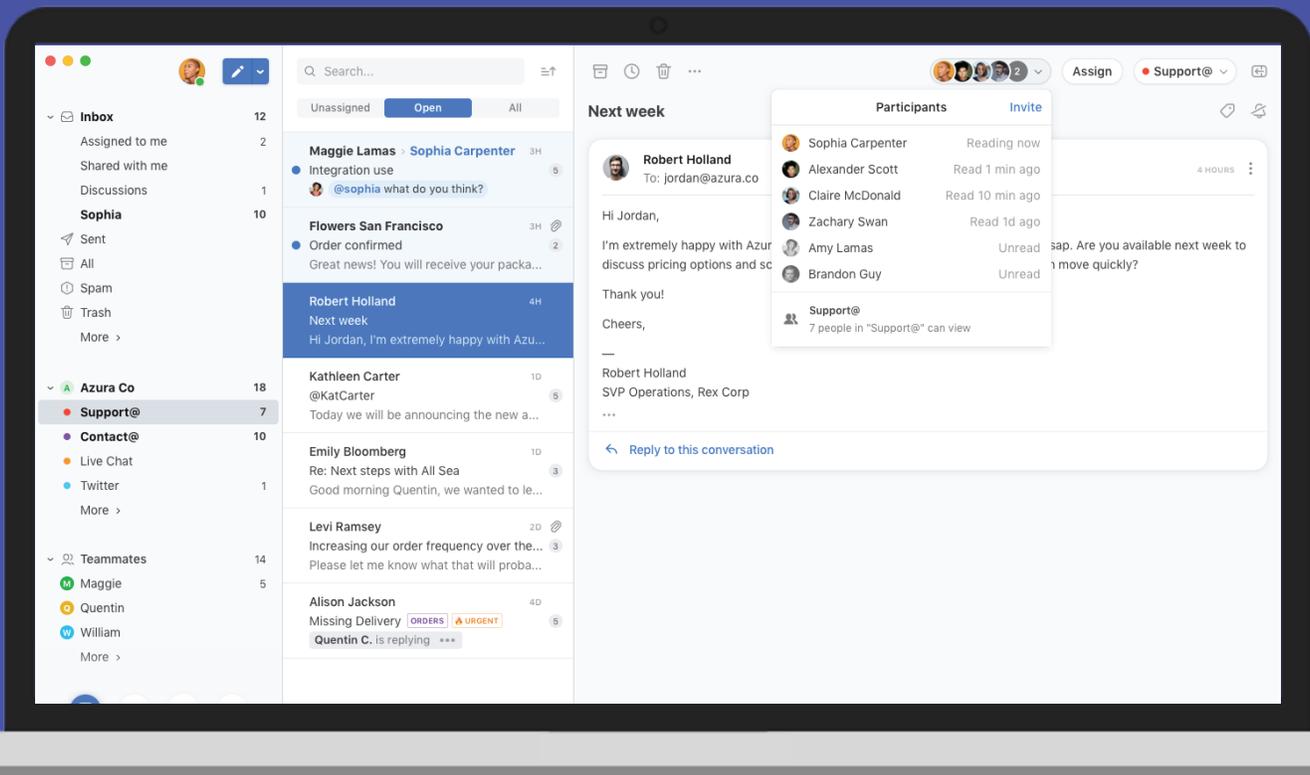
Distribution lists lack visibility and leave you open to errors

- ✗ Your customer has a single point of contact, but no one on your side knows who is responsible for replying
- ✗ High risk of double replies — potentially even with conflicting information
- ✗ Multiple distribution lists cause email overload in everyone's inbox

Shared mailboxes in Outlook are not a single source of truth

- ✗ Difficult to quickly triage emails and assign them to the right person
- ✗ If one person deletes a message, it's gone forever
- ✗ No insight into what's happening in your inbox

Great work starts in your inbox



Front brings your messages, your team, and the context you need into one place, so you and your team can get more done together.



Easily organize and track all of your customer responses as a team



Know exactly where everyone's work stands at a glance



Assign clear owners so every critical message gets a response

Your communication command center



Keep private work separate

Your individual work email is only visible to you, but it's easy to share when you need



See who's read your email

Read receipts tell you if your customers have opened and read your emails



No more duplicate replies

Collision detection and email assignments let you know when someone else is responding



Never forget a follow up

Snooze messages for later to avoid dropping a conversation



Internal discussions

Talk to teammates using internal comments instead of forwarding or replying-all



Assignments

Follow up with customers faster by assigning a clear owner to each message



Jumpstart responses to customers

Canned response templates give you a jumpstart on common questions so you can send faster, high-quality replies



Inbox analytics

Determine how to best staff your business, drive additional revenue, and better understand the performance of your team



Tagging and Labels

Automatically tag emails based on keywords, customer, region, and more to track issues and stay organized



Bring all of your tools together

Centralize email, your website chat, Facebook, Twitter, SMS, and 50+ apps in one place

6

HOURS

Average time saved per team member each week

56

MIN

Average faster response time to incoming messages

18%

INCREASE

Average increase in team productivity per day



CHALLENGE

Time-critical messages get buried in high volume inboxes

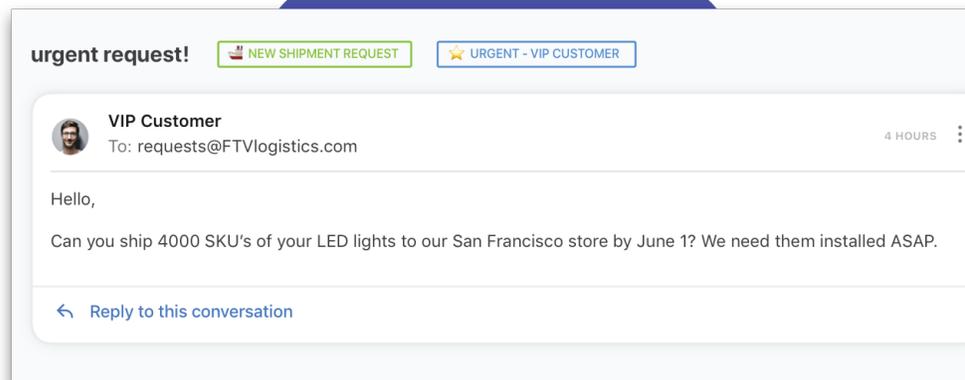
When your business is growing, more demand means more emails — but that leaves you spending hours per week sorting through all of your messages. That’s time you could be spending on more important things.

HOW FRONT HELPS

Improve turnaround time with automated message routing

Front ensures that every message is automatically routed to the right person or team, so you can spend less time triaging your inbox and more time on important work. You can set rules like:

- If an email has been responded to within 15 minutes, it’s escalated into a High Priority inbox, with an “urgent” label, so someone on your team can jump on it immediately
- Automatically tag emails from VIP clients so they stand out and receive specialized attention
- Route requests to the closest geographical team or to the account owner so they land directly in the inbox of the exact person who needs to work on them
- Save canned responses to common client inquiries like quotes, so you can send quick, thorough, and consistent replies



Shown right: Tag emails from VIP clients



CHALLENGE

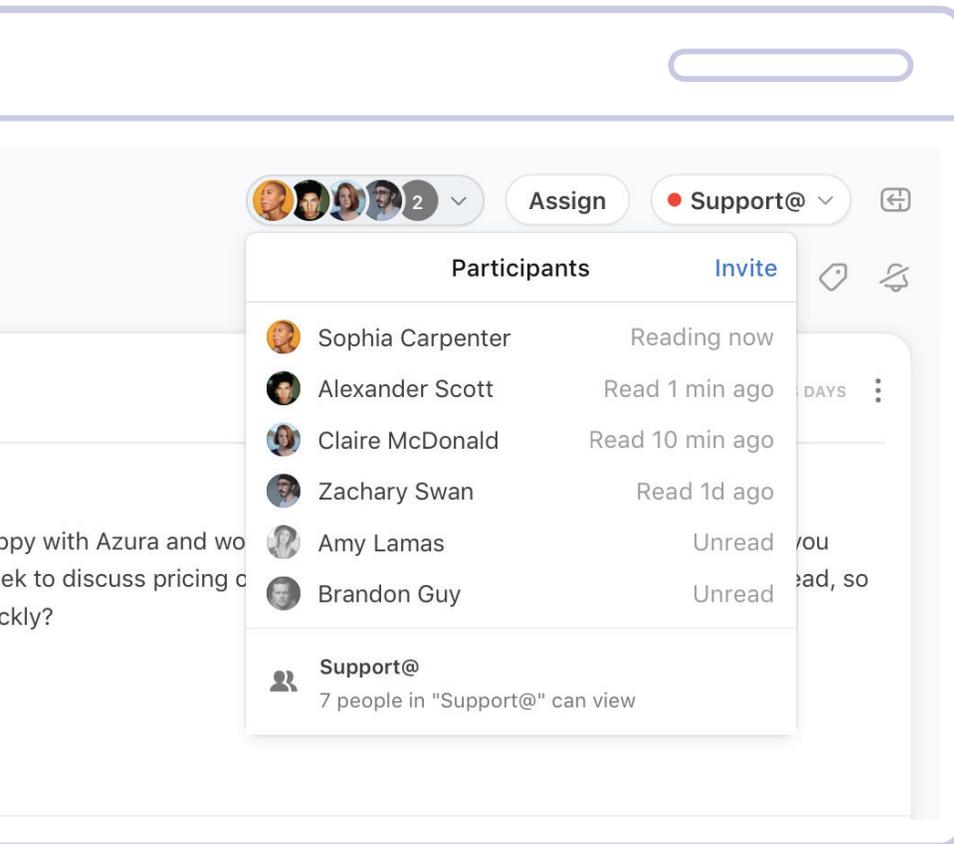
Zero accountability

Distribution lists and shared Outlook mailboxes make it impossible for teammates to coordinate who is working on what. Multiple people might respond to a request — so your customer receives double emails, maybe even with conflicting information. Or no one responds because they assume someone else is already on it. Either way, your customer is frustrated and you look bad.

HOW FRONT HELPS

Shared inboxes have built-in assignments

With Front, your entire team has a shared view of every inbound email. You can assign it to the appropriate teammate, or claim it yourself, so there's always clear ownership on every conversation.



“

With Front, the customer has a single point of contact, but on our side we know exactly who is working on what and when it's done.”

— JORDAN KIDD

Freightworks

Transportation & Logistics



CHALLENGE

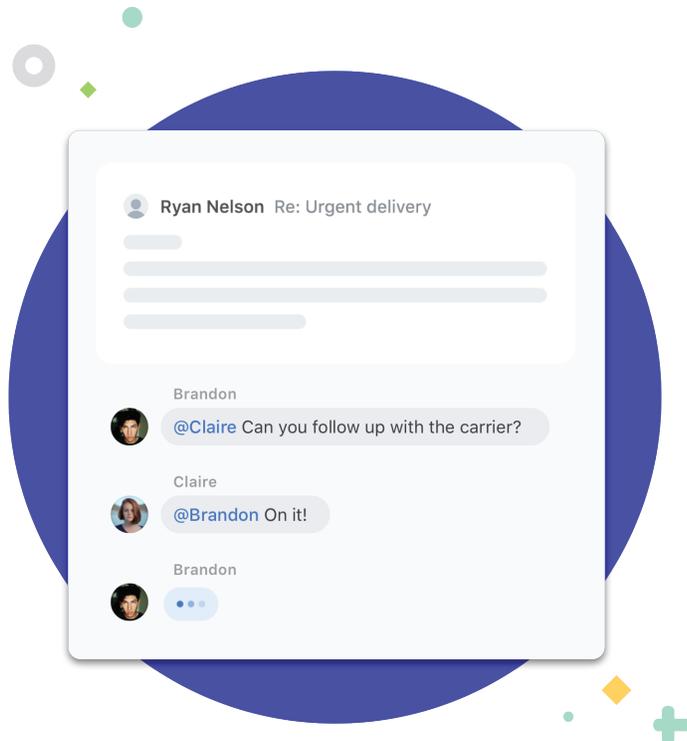
Inefficient internal communication slows things down

Getting a shipment to the right place at the right time is not a one person show. Often, you're looping in teammates in other departments with CC's, BCC's and forwards. Or you're kicking off a thread about a client email by sending another email to your coworkers. But all of that back-and-forth can cause slowdowns in your replies back to customers.

HOW FRONT HELPS

Move faster with internal-only comments

@mention teammates in Front to have lightning-fast internal discussions about quotes and shipments — without messy BCCs or CCs. Easily loop in coworkers to get their input and work together on responses right within your inbox.



“

"No more emails about emails. We know what's going on at all times. We know exactly what's a priority, right away."

— ANDREW WHIPPLE III
Logistic Dynamics, Inc.



CHALLENGE

Getting feedback on a email draft is a pain

When you're crafting a reply back to a customer, it can be tough to get fast feedback from someone else on your team. You have to forward a copy of your email draft to your coworker, incorporate their thoughts, and then send it back to your customer on the original thread. Often, it's not worth the hassle — which means you might hit send without getting the thumbs up.

HOW FRONT HELPS

Reduce errors across the board with shared drafts

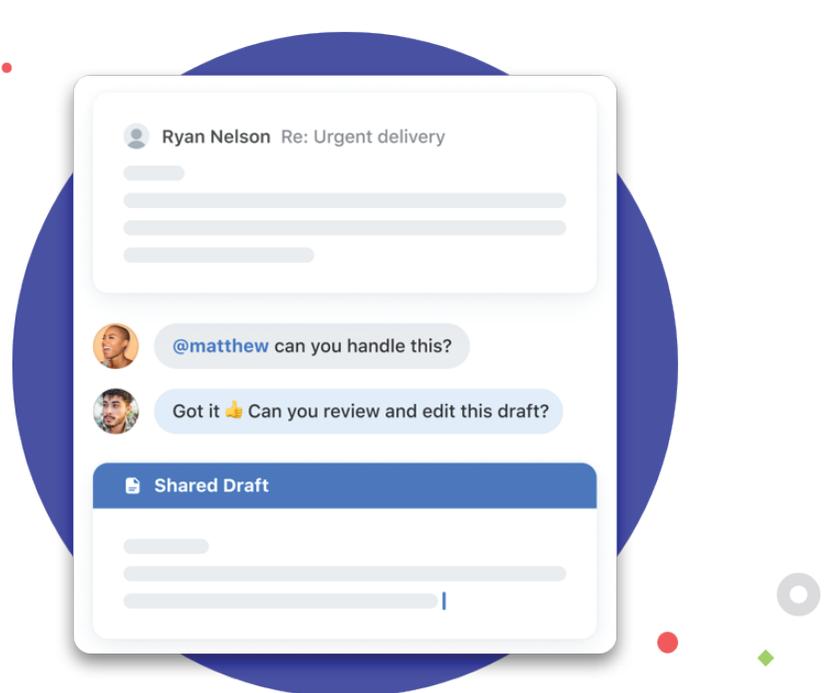
Front's draft sharing feature lets you share and work together on an email before it's sent to the customer. With the click of a button, you can get a second pair of eyes on critical messages and ask for quick approval without hassle.

“

"What if somebody accidentally sent the wrong invoice or information to one of your biggest customers? Before, if you were using any other service, it would be impossible to do anything but send an apology after the fact. With Front, we see everything happening in real-time — and stop that kind of thing before it happens."

— ANDREW WHIPPLE III

Logistics Dynamics, Inc.





CHALLENGE

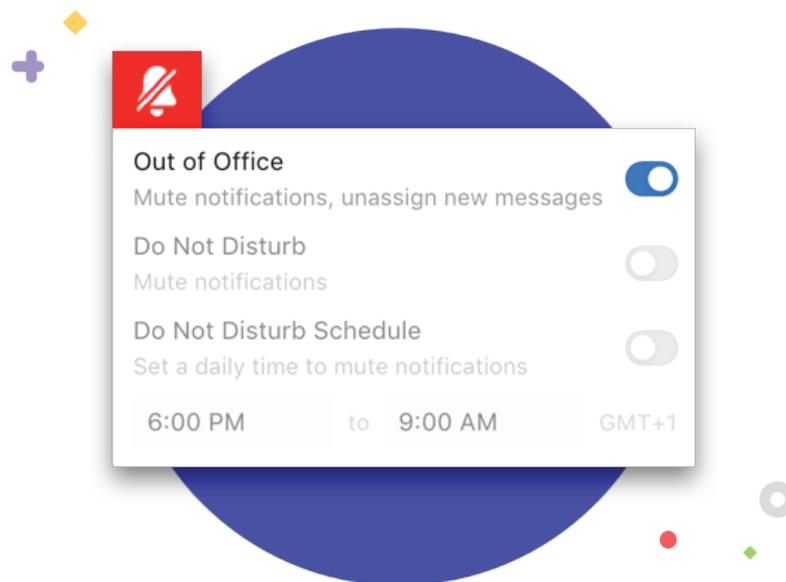
Handoffs between shifts are messy

Organizing workers to provide 24/7 support can be difficult, especially since handing off conversations from one shift to the next brings choppy transitions. Time (and revenue) is lost just getting workers up to speed on customer conversations. The customer is kept waiting as the conversation stops in its tracks — it's the email equivalent of putting them on hold.

HOW FRONT HELPS

Conversations with customers stay moving between shifts (or whenever someone is out of office)

With Front's Out of Office feature, when your first shift leaves for the day, any response to their email goes straight to the shared team inbox for the next shift to take over. Since the history is preserved, every agent has the context they need to jump right into an ongoing conversation and reply. Automatic routing ensures that no customer message is ever left withering away in a private inbox.



And if you're heading out for vacation, you can rest easy knowing that all incoming messages will get the attention they need.



CHALLENGE

No insight into what's happening in your inbox

Though you spend most of your day in it, traditional email clients don't offer any visibility into critical business metrics. It leaves you flying blind.

HOW FRONT HELPS

Use email analytics to power your business

Insights from Front make it possible to use data to inform overall strategy and to more accurately predict demand. You can use Front's analytics to do things like:

Set and meet response time SLAs Track average response time and average first response time so you can set realistic expectations with customers

Project revenue based on email volume Examine at trends in email volume to better project future business

Staff to meet business needs Use past demand to more intelligently and accurately staff support across spikes in seasonality.

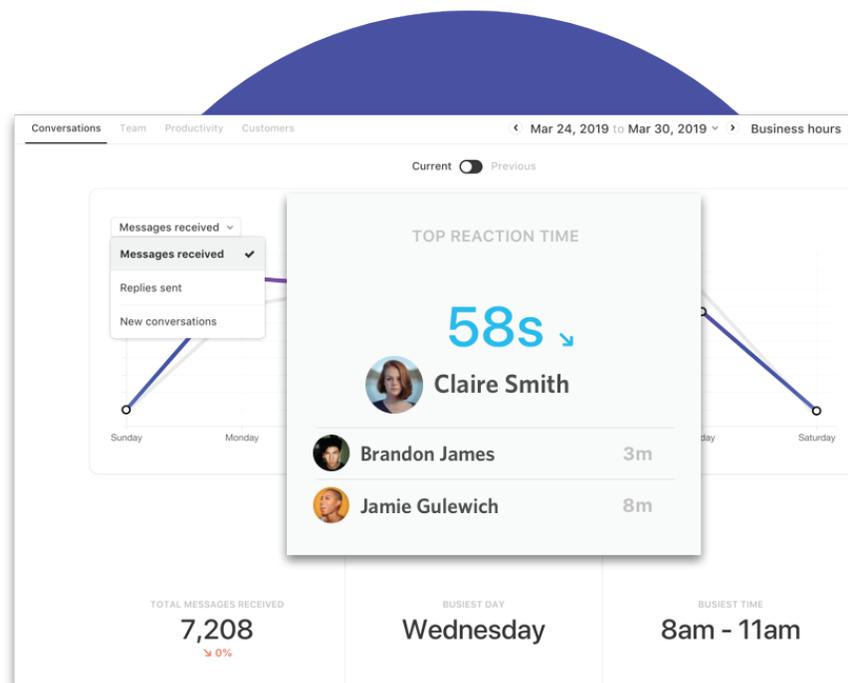
Create custom reports Easily filter for specific inboxes, customers, channels, teammates or tags and track individual/team performance over time.



With Front, we can predict business trends, better prepare for seasonality, and make appropriate plans for team members' vacations."

— DOUGLAS KURTZ

MNX Global Logistics





CHALLENGE

No clear audit trail

Personal inboxes are silos, making it hard to piece together what happened with a past shipment or customer. There's no way to track every message from start to finish or find the answers you need if you weren't CC'd on the original chain.



Using shared mailboxes in Outlook:

"Before, everyone was accessing the same account. If one person accidentally deleted an email, there was no way of knowing who deleted it, or that it was ever there in the first place."

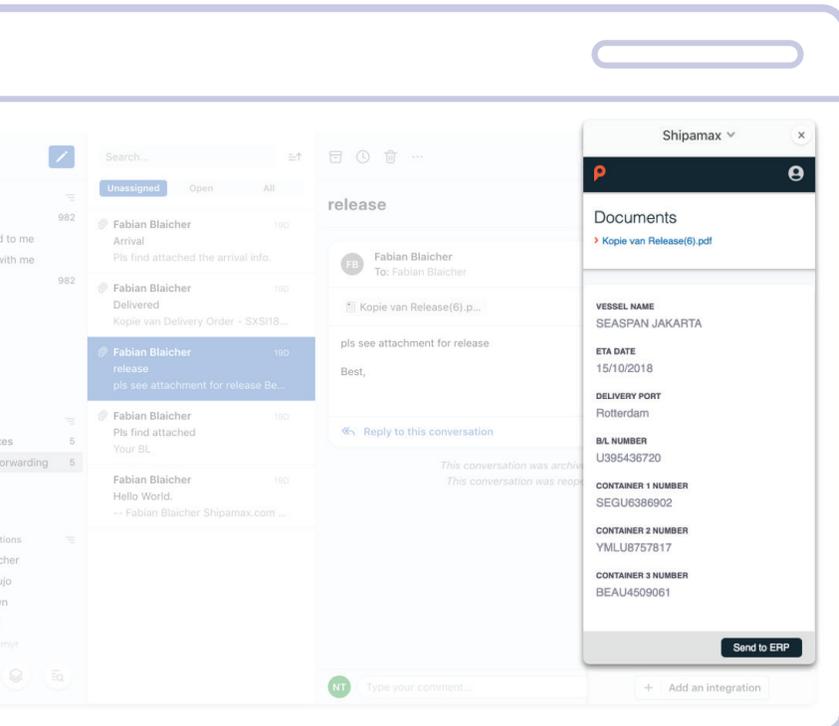
—DOUGLAS KURTZ, MNX Global Logistics

HOW FRONT HELPS

Keep track of critical information

Front acts as your organization's long term memory. It's a shared, searchable history of every interaction your business has ever had with a client (and the conversations around that work).

Right within your inbox, you can:



- Reference the context of a past shipment
- Look up previous communications with a customer
- See internal discussions about a carrier
- Connect your CRM to get a fuller picture of each client



"Whenever we have a shipment where there's question about what happened and when, we have to do a recap. Front enables us to do this easily because it builds a chronological timeline of events."

— DOUGLAS KURTZ
MNX Global Logistics

OUR CUSTOMERS

Trusted by logistics providers in all shapes and sizes



WHAT OUR CUSTOMERS ARE SAYING

“

Every growing company will come to a crossroads of sorts. You're bringing in more business. You're hiring more people. But you'll reach a point where your inbox just can't keep up with that demand. You owe it to yourself and to your customers to find a better solution. Front is your answer.”

- **ANDREW WHIPPLE III**,
Carrier and Agent Support Manager, Logistic Dynamics, Inc.



LOGISTICDYNAMICS



“With Front, we've been able to do more with fewer employees. It allows us to do things we never could have done before.”

- **JORDAN KIDD**, Director of Customer Service, Load Planning, and IT,
Freightworks Transportation & Logistics

“Front has transformed how we manage email. As a team, we can quickly sort and reply to the hundreds of emails we receive each day — with no time wasted. Front has enabled us to respond to every customer inquiry within minutes.”



- **EVAN MAZZOCCHI**, Director of Operations, Epic Freight Solutions



“Front has been a godsend to our organization and everything that we do. It's definitely enabling us to operate at a higher capacity.”

- **DEREK BANKS**, Business Director, ASAP Expediting & Logistics

Learn more at frontapp.com/logistics



sales@frontapp.com