



How a Global 3PL Enhanced LTL Knowledge Across the Organization

DRIVING SUPERIOR LTL DECISION-MAKING
ACROSS THE ENTIRE ORGANIZATION

SMC³ LTL ONLINE EDUCATION PROGRAM



THE SITUATION: A NEED FOR FLEXIBLE, HIGH-QUALITY LTL EDUCATION

C.H. Robinson is a third-party logistics (3PL) provider with a global reach. More than 83,000 customers and 450,000 contract carriers trust the company to manage \$37 million in shipments annually — a grand total of \$23 billion in freight.

Moving more less than truckload (LTL) freight than any 3PL in North America, LTL is a core pillar of C.H. Robinson's business and expertise. C.H. Robinson professionals manage multi-mode supply chains in which LTL plays a crucial role, so the organization sought to supplement their existing training.

C.H. Robinson aimed to find an educational tool that would be flexible enough to ensure a strong understanding of LTL shipping among various sales and account teams, and seamlessly integrate with their current resources for logistics professionals across all levels.

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It all boils down to evolving, adapting, and growing, both as a team and alongside our customers. We're continually looking for ways to provide value and offer great service to our customers and carriers.”

— Greg West, VP - LTL | C.H. Robinson

C.H. Robinson wanted educational content that was:



Responsive and adaptable to the needs of different teams



Easily consumable content for maximized educational efficiency, making a high impact in a short time



On-demand and flexible, so sales and account professionals could customize their educational experiences around their schedules



Capable of integrating into existing professional development strategies and training

SMC³ SOLUTION: SMC³ LTL ONLINE EDUCATION

Using SMC³s suite of online learning resources to complement their own robust internal training and knowledge, C.H. Robinson was able to expand organization-wide understanding of LTL-specific issues, terms, and strategies.

SMC³s LTL Online Education program offers users multiple options for engagement. Team members can either browse all learnings or search for specific topics using key terms and category filters. In conjunction with learning plans implemented by managers and leadership, this flexible and independent approach to learning helps individual team members fill in the gaps and approach LTL deals with a well-developed, well-informed toolkit of industry-specific knowledge.

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Regardless of how much they work in LTL, team members can use SMC³ courses to search for the LTL topics they need the most help with. All of that information is very accessible.”

— Christina Carroll, Vice President,
LTL, C.H. Robinson

Topics covered in SMC³ LTL Online Education:



LTL FUNDAMENTALS:

tariffs, moving freight, contracting, industry history



LTL OPERATIONS:

carrier networks, vehicle types used to move freight, broker roles



LTL FREIGHT PRICING:

freight classification, pricing models, trends in LTL carrier costing



LTL TRANSPORTATION LAWS AND REGULATIONS:

regulatory trends, safety rules, negotiating transportation contracts



LTL BUSINESS ANALYTICS:

benchmarking, using different sourcing models, the bid process



THE RESULT: SUPERIOR LTL CONFIDENCE ACROSS THE BOARD

Since complementing their own onboarding toolbox with SMC³ LTL Online Education, sales and account leaders at C.H. Robinson have noticed a marked rise in confidence across teams. The flexibility built into the educational program ensures everyone's time is being used in the most efficient manner: The right employee can connect with the right resource at the right time.

"A lot of our employees get pulled in a million different directions throughout the day," said Katie Jump, director LTL business development. "So being able to tailor LTL education to that busy schedule is a major win."

The flexible structure also allows different team members to drive their own professional development at different paces, which empowers go-getters to go above and beyond if they're prepared to do so. In general, team members are equipped to work with LTL customers and carriers confidently and with a high degree of knowledge concerning LTL logistics, strategy, and risk management.

SMC³ LTL Online Education pays off:

EXPERTISE

- Greater understanding of LTL concepts and demands
- Proven knowledge of dynamic changes in the supply chain ecosystem
- Increased confidence in decision-making processes

MOBILITY

- Foundation for long-term professional development plans
- Clear commitment to excelling in your field

COMPETITIVE ADVANTAGE

- Enhanced credibility among fellow professionals and customers
- Increased earning potential from specialized education

"There's a real level of confidence people gain when they've taken these courses and they feel like they can speak to issues with accuracy and tee up important conversations."

— Katie Jump, Director of LTL Business Development, C.H. Robinson