



Tai

The TMS
for Brokers

Ebook

The CEO Playbook: ***Driving Freight Brokerage Success with Strategy & Technology Innovation***

Freight brokers operate in a high-stakes, fast-paced environment where efficiency is the key to profitability. Brokers contend with slow quoting, fragmented communication, and manual processes that eat into margins.

What's the solution? Leaders in the industry stress a mix of strategic technology integration and a customer-centric approach. This eBook is based on a conversation conducted by our COO, **Lina Castañeda**,

with three industry leaders who shared their insights on navigating the challenges of 2025 and beyond: **Kary Jablonski, CEO of Trucker Tools/DAT**, **Dawn Salvucci-Favier, CEO & Chief Product Officer of GreenScreens.ai**, and **Dan O'Connell, CEO of Front**. Their expertise provides brokers with a roadmap for preparing for the future.

The Current State of Freight Brokerage

The freight industry is emerging from a very challenging downturn. Although signs of recovery are evident, uncertainty remains. Brokers who optimize their workflows will improve margins, reduce risk, and enhance service levels. The key to success is both surviving the cycles and using them as an opportunity to strengthen operations.

Beyond operational efficiency, brokers must prioritize **strong customer relationships**.

"The brokers who thrive use the best technology. But they also prioritize meaningful relationships with carriers and shippers alike," says Kary Jablonski.



In an industry driven by trust, **a personal approach remains among the most powerful differentiators.**

The Competitive Advantage of Strong Customer Relationships

While technology streamlines operations, **customer relationships remain at the heart of a brokerage's success.** Shippers and carriers prefer working with brokers who provide **consistent communication, reliability, and a personalized approach.** In other words, they're looking for partners they can trust.



"Freight brokers need technology that doesn't just automate tasks but enhances their ability to build and maintain relationships," says Dan O'Connell. **"A seamless, integrated system allows brokers to focus on what matters. That's providing great service and strengthening partnerships."**

Building trust requires responsive communication, proactive problem-solving, and an in-depth understanding of customer needs. When brokers focus on long-term partnerships rather than transactional deals, they create a network of loyal customers and carriers who provide steady business, even during market downturns. This **relationship-driven approach becomes a key differentiator** in a competitive marketplace.

Preparing for the Future

Successful brokers do more than weather market cycles. They proactively plan for growth. One of the most crucial factors in planning for growth is evaluating your internal operations.

1 Do you have the right talent to scale?

2 Does your technology enable growth without increasing headcount?

3 Have you established strong, reliable carrier relationships with efficient and repeatable sourcing processes?

4 Does your shipper portfolio align with your carrier network and service capabilities?

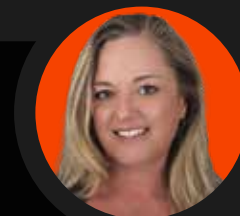
5 And most importantly, are your systems scalable, efficient, and fully integrated?

Addressing these questions will help you position your brokerage for long-term success no matter the market conditions.

Unlocking the Power of Real-Time Data

Manual processes create bottlenecks, slow decision-making, and increase human errors. It's also challenging to collect, store, and evaluate critical data in real time. Using intelligent automation to leverage real-time data improves your operational efficiency.

Dawn Salvucci-Favier emphasizes the importance of **data-driven decision-making**: "Brokers who harness real-time data can pivot faster, price more accurately, and offer their customers a better experience. It's not just about automation; it's about **intelligent automation**."



When evaluating your technology stack, consider whether it reduces labor-intensive tasks, identifies and prevents fraud, and provides actionable insights for better decision-making. Data-driven decision-making separates high-performing brokers from those who struggle to keep up.

AI & Automation: *From Reactive to Proactive*

AI and automation are transforming freight brokerages by shifting operations from reactive problem-solving to proactive strategy execution. Tools like Tai's predictive pricing models and automated quoting assistants enable you to respond faster to customer inquiries, detect fraud patterns before they cause damage, and focus on growth instead of repetitive tasks.

By leveraging automation, you can free up valuable time and resources, allowing your team to focus on customer relationships and market expansion rather than being bogged down by operational inefficiencies.



Eliminating Communication Silos

Fragmented communication is a major obstacle in freight brokerage operations. Many brokers still rely on disjointed email threads, multiple software systems, and manual data entry to communicate both internally and externally, leading to consistent inefficiencies and delays. If you're still handling customer service tasks manually, or relying on color-coded emails

and folders to manage customer issues, it's time to reassess. Entering the same data into multiple platforms and juggling different communication tools like Teams, Slack, phone, and WhatsApp creates unnecessary complexity. **True tech integration ensures that your teams stay aligned, information flows seamlessly, and decisions are made faster.**

Why Integrated Technology is Non-Negotiable

Legacy systems and disconnected tools hinder productivity, making it difficult to scale efficiently. A unified platform like Tai TMS integrates all the essential software and tools your team needs to do their job, centralizes operations, reduces manual touchpoints, eliminates redundant tasks, and streamlines communication across teams and platforms. **The result? Lower costs, improved collaboration, and greater visibility into every aspect of your business.**

The Future of Freight Tech

The next evolution of freight technology revolves around a connected ecosystem where the TMS acts as the central hub. Instead of juggling multiple applications, you'll operate from a **single interface, optimizing workflows and decision-making in real-time.**

As technology continues to evolve, **forward-thinking freight brokers will position themselves ahead of the competition** by investing in solutions that provide **visibility, automation, and efficiency at every level of their business.**

Key Takeaways

Preparing for growth requires aligning people, carrier and shipper relationships, and technology.

Leveraging real-time data improves efficiency and minimizes errors.

Eliminating communication bottlenecks improves team productivity.

Adopting AI and automation enhances risk mitigation and strategic focus.

A unified tech stack is the foundation for future-proofing and scaling a freight brokerage business.

Investing in relationships remains key to long-term success.

While technology provides **efficiency, trust, and reliability still drive customer loyalty.** Brokers who **balance automation with a personal touch will emerge as industry leaders.**





Conclusion

Technology adoption isn't just about keeping up with innovation, it's about **solving real problems, increasing efficiency, and driving profitability**. However, **no technology can replace the value of strong relationships**.

"At the end of the day, **freight is still a people business**," says **Kary Jablonski**. "The best brokers are the ones who invest in their partnerships with their customers and carriers. When technology and trust go hand in hand, success follows."

The freight industry is evolving, and those **who invest in the right technology today, while maintaining exceptional customer service and strong business relationships, will lead the market tomorrow**.



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