

# AI-Powered Bid Optimization Delivers More than \$500,000 in Revenue

## STORY HIGHLIGHTS



### A transformative solution in just six weeks

Comprehensive pricing intelligence delivered on an accelerated timeline provided immediate value while minimizing disruption to operations.



### Revenue Transformation

Analysis projected an additional \$509,000 in revenue over a two-week period; nearly a 10:1 ROI.



### Win Rate Optimization

Early implementation shows a significant competitive advantage, with potential bid win rate increase from 29% to 36%—a seven-point improvement that significantly outperforms increases typically seen in the industry from real-time pricing data.

## ABOUT THE CLIENT

For a transportation company that provides reliable, best-in-class delivery of time-critical shipments throughout North America, transforming their pricing approach wasn't just an opportunity; it was a business imperative.

## SETTING THE STAGE

This transportation company manages a large fleet delivering time-critical shipments across diverse industries like automotive, healthcare, and manufacturing. Thousands of shipments process monthly, each requiring split-second pricing decisions that directly impact their competitive position and profitability.

As pressure from digital freight platforms intensifies and margins continue to tighten across the transportation industry, the company recognized that transforming their ability to optimize bid rates wasn't just an opportunity; it was a business imperative.

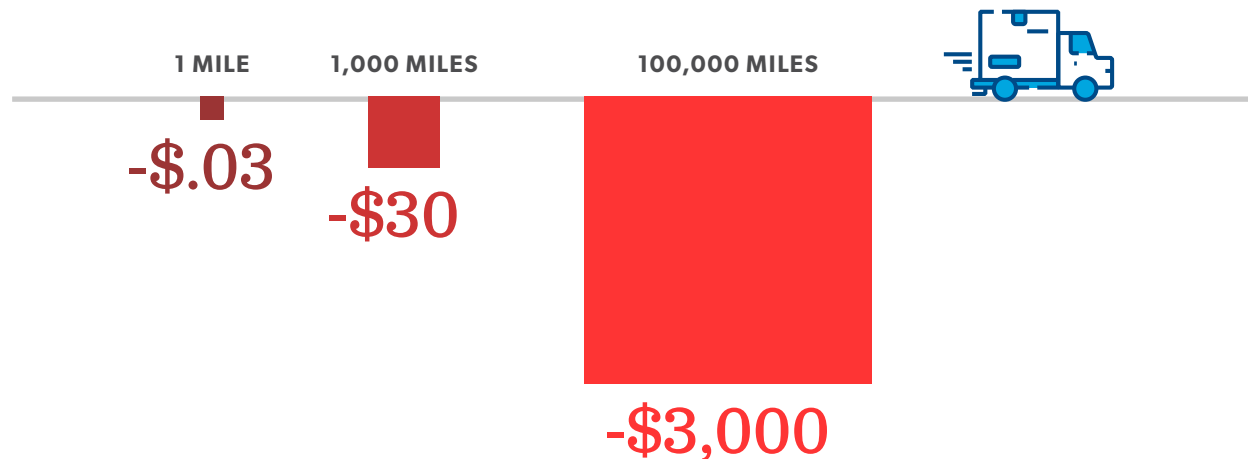
## CHALLENGE

The company's dispatchers faced a daily dilemma: Bid too high and they'd lose the business; bid too low and they would sacrifice valuable margin. Without data-driven guidance, they relied on gut instinct and basic historical data to set per-mile rates across thousands of shipping lanes and customer segments, leading to inconsistent win rates, missed revenue opportunities, and a fundamental inability to identify optimal pricing points that balanced volume and profitability.

### To put this into perspective:

For a typical shipment traveling 1,000 miles, a mere three-cent reduction in the per-mile rate could be the difference between winning and losing the bid. This seemingly small adjustment works out to \$30 per shipment. Yet when multiplied across 100,000 miles of daily freight, those pennies quickly compound into thousands of dollars in lost potential revenue. Conversely, intelligently reducing rates on strategic lanes could increase win rates and generate significant additional revenue that would otherwise be left on the table.

### Potential missed revenue of a three-cent reduction per mile using a manual bidding system



Without data-driven guidance, the transportation company was effectively making multi-million-dollar decisions in the dark.

Leadership recognized that even tiny adjustments in per-mile rates could dramatically impact both win probability and revenue generation across their operation. However, they lacked the analytical infrastructure to harness their wealth of historical bid data and transform it into actionable pricing intelligence that could be applied in real-time bidding scenarios.



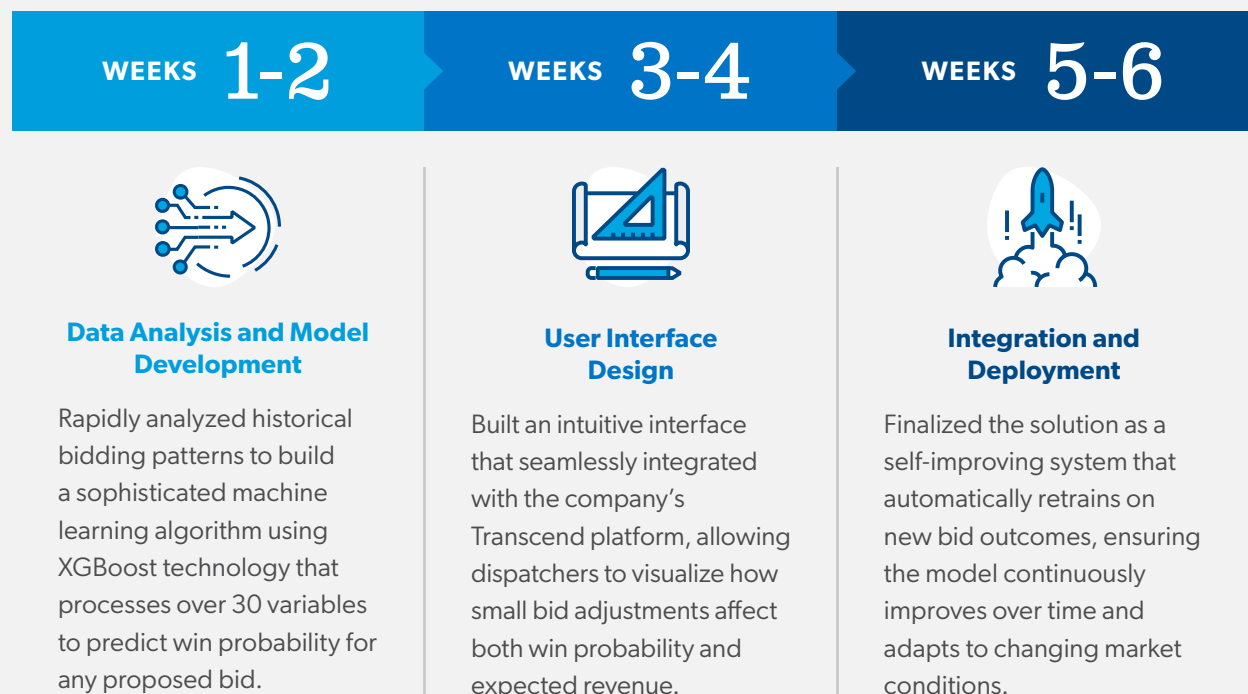
## SOLUTION

Typical traditional AI implementations take between six and twelve months. But here, **in just six weeks**, Resultant's Rapid Prototyping Team deployed a comprehensive pricing intelligence solution that transformed the transportation company's approach to competitive bidding, providing immediate value while minimizing disruption to operations.

Our data scientists worked directly with the transportation company's dispatchers and developers, observing real-time bidding decisions to refine the model and interface. **This hands-on approach ensured the solution addressed actual pain points rather than theoretical ones.**

We involved key stakeholders from executive leadership to front-line users in every development sprint, collecting feedback that shaped each iteration. This collaborative methodology not only accelerated development but created internal champions who drove adoption throughout the organization after launch.

### Our rapid six-week approach combined advanced data science with practical, user-centered design:



The six-week rapid prototype approach delivered immediate business impact without the extended timelines and costs associated with traditional development, proving that sophisticated AI solutions don't require months of development to generate value in the transportation industry.



## RESULTS

The price optimization solution transformed this company's approach to competitive bidding:



### Revenue Transformation

Analysis projected an additional \$509,000 in revenue over just a two-week period through optimized pricing decisions, demonstrating the immense financial impact of data-driven bidding and a nearly 10:1 ROI.



### Win Rate Optimization

Early implementation showed potential to increase bid win rates from 29% to 36%, giving a significant competitive advantage in securing valuable shipments.



### Fleet Utilization Improvement

By winning more strategically selected bids, the company can better optimize their fleet deployment and reduce empty miles.



### Decision Confidence

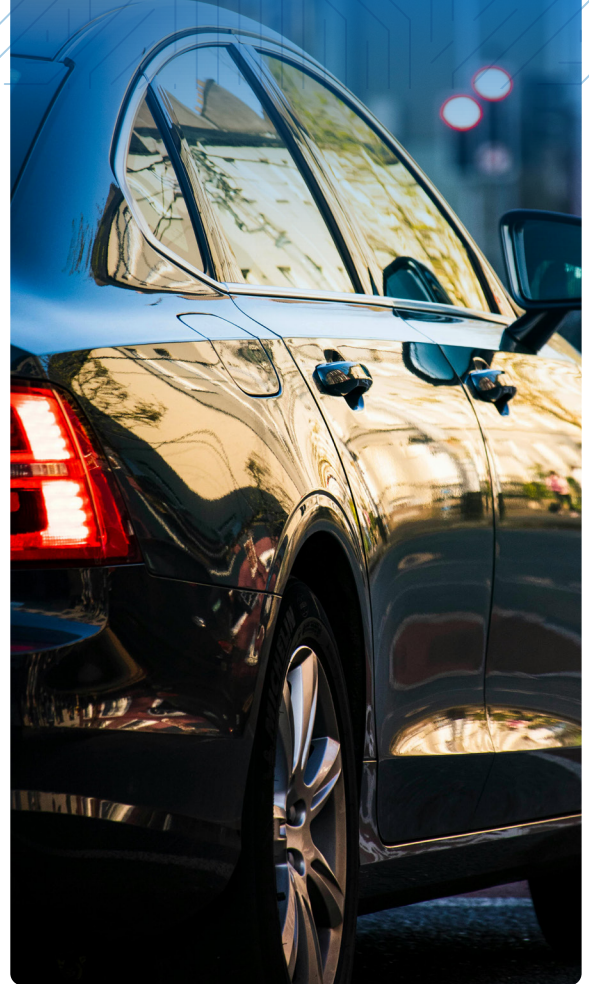
Dispatchers gained unprecedented visibility into pricing impacts, allowing them to make rapid, confident decisions backed by advanced predictive analytics.



### Continuous Improvement Engine

The solution was designed as a learning system that continuously improves through regular retraining on new bid data, creating a sustainable competitive advantage.

**In six weeks, Resultant's transportation expertise and rapid prototyping approach delivered results 80% faster than typical enterprise AI implementation timelines, allowing this transportation company to capture revenue opportunities months ahead of traditional development approaches.**



## ABOUT RESULTANT

At Resultant, we transform transportation companies' scattered data into actionable intelligence that drives real business value. Our deep expertise in fleet optimization and predictive maintenance helps organizations cut costs, boost efficiency, and protect their assets. We combine technical excellence with hands-on partnership, working alongside our clients to solve their toughest challenges. From our hubs in Dallas and Indianapolis, we serve transportation leaders across North America, bringing proven solutions in data analytics, digital transformation, and managed services. When you need to turn data into decisions, we deliver results that move your business forward.