

# Are you the Carrier of Choice?

## Here are 3 Simple Steps to Implement Today

The term “Carrier of Choice” has become more prevalent over the past year. Fluctuations in the market and tight turnaround times mean shippers need a reliable partner to support their freight. Shippers continue to look for carriers that will match their business needs as well as culture, and [U.S. Lubricants](#) is here to help you stand out and grow your carrier business.

To become known as a “Carrier of Choice,” we recommend the following:

- 1) Demonstrate reliable, high-quality service
  - a. Prompt pick-ups and deliveries
  - b. High levels of accuracy (picking up the right items, quantities)
  - c. Provide exceptional customer service (team member friendliness is key)
  - d. Prove your dedication to safety
- 2) Provide feedback to your shipper
  - a. Use scorecards and KPIs (transparency is vital to success)
  - b. Ask the important questions, what do you need to work on to be more shipper-friendly?
  - c. Understand their needs, goals, and have a plan in place to exceed them.
- 3) Build long-lasting relationships
  - a. Show your carrier what makes you stand out as a shipper. How do you go above and beyond? Are your solutions relatable?
  - b. Set expectations as soon as possible and communicate thoroughly throughout your partnership.



Overall, putting these simple steps into action will allow you to build relationships and provide best-in-class service to your customers. And remember: these steps take time but will ultimately set the stage for a solid future as a carrier of choice.

So, which step will you implement first?

**Source:**

<https://convoy.com/blog/3-tips-to-become-a-carrier-of-choice/>