

Load matching and optimization

This workflow automatically matches available loads with qualified carriers and optimizes pricing to maximize profit margins while ensuring timely delivery.

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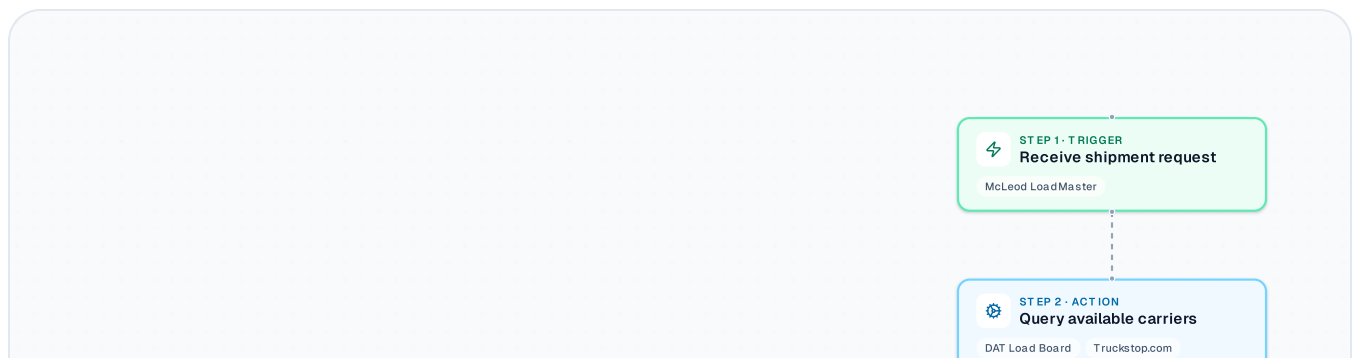
WORKFLOW TRIGGER

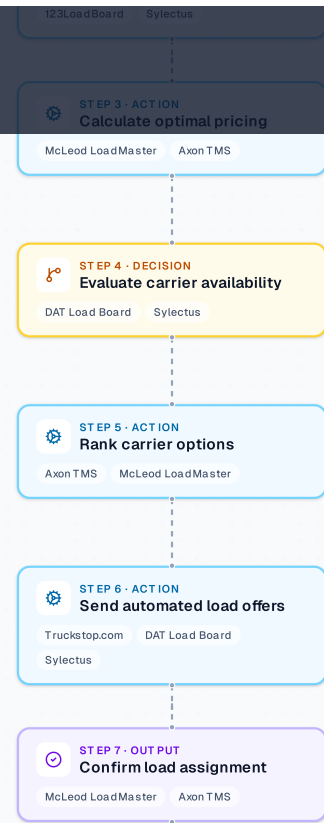


New shipment request is received from customer with pickup/delivery details and requirements

Visual Flow

Each node represents an automated step. Connections show how data and decisions move through the workflow.





Step-by-Step Breakdown

Detailed explanation of each automated stage in the workflow.

1

⚡ TRIGGER

Receive shipment request

Customer submits new load request with origin, destination, commodity type, weight, and delivery timeline. Request is automatically logged into the transportation management system.

McLeod LoadMaster

2

Query available carriers

System searches carrier databases and load boards for trucks matching the route, equipment type, and availability requirements. Filters results based on carrier ratings and compliance status.

DAT Load Board

Truckstop.com

123LoadBoard

Sylectus

3

 ACTION

Calculate optimal pricing

AI analyzes market rates, fuel costs, distance, and historical data to determine competitive pricing. System calculates profit margins for different carrier rate scenarios.

McLeod LoadMaster

Axon TMS

4

 DECISION

Evaluate carrier availability

System checks if qualified carriers are available within target rate range and delivery timeframe. Routes to manual intervention if no suitable matches found.

DAT Load Board

Sylectus

5

 ACTION

Rank carrier options

Algorithm scores carriers based on rate competitiveness, reliability metrics, equipment suitability, and proximity to pickup location. Creates prioritized list of top candidates.

6

 ACTION

Send automated load offers

System automatically dispatches load offers to top-ranked carriers with rate quotes and shipment details. Tracks response times and acceptance rates.

Truckstop.com

DAT Load Board

Sylectus

7

 OUT PUT

Confirm load assignment

Once carrier accepts, system automatically books the load, updates all platforms, and sends confirmation to customer and carrier with pickup instructions.

McLeod LoadMaster

Axon TMS



Outputs

- Confirmed load assignment with carrier
- Customer booking confirmation
- Optimized rate and profit margin



Key Metrics

- Load-to-truck match time
- Profit margin percentage
- Carrier acceptance rate



Tools & Integrations

- McLeod LoadMaster
- DAT Load Board
- Truckstop.com
- 123LoadBoard
- Sylectus
- Axon TMS

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