

The 2027 Freight Strategy Playbook

5 Habits Shippers Need to Leave Behind

As you prepare your transportation strategy for 2027, consider whether familiar practices are helping your operation move forward—or quietly holding it back.

1. Stop Treating Freight Procurement as a Once-a-Year Exercise

Annual RFPs are valuable, but freight strategies should evolve alongside market conditions, carrier performance, and changing business needs.

2. Stop Mistaking Low Rates for Savings

The lowest quoted rate doesn't always mean the lowest total cost. Accessorials, service failures, and operational inefficiencies can quickly erase initial savings.

3. Stop Managing Transportation Reactively

Waiting for disruptions or cost overruns limits opportunities for improvement. Proactive performance monitoring helps shippers identify issues earlier.

4. Stop Treating Freight Audit as Just a Billing Exercise

Freight audit data can reveal recurring discrepancies, spending patterns, and opportunities to improve transportation operations—not just payment accuracy.

5. Stop Accepting Inefficiencies as Business as Usual

Familiar processes aren't necessarily effective processes. Regularly evaluating workflows and transportation performance can reveal opportunities for meaningful improvement.

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Is Your Freight Strategy Ready for 2027?

Use these five questions to identify where your transportation strategy may need attention.

1. Do we evaluate carrier rates and performance throughout the year—not just during procurement?

- ☐ Yes
- ☐ Partially
- ☐ No

2. Do we measure total transportation costs beyond the initial quoted rate?

- ☐ Yes
- ☐ Partially
- ☐ No

3. Can we identify freight performance issues before they become recurring problems?

- ☐ Yes
- ☐ Partially
- ☐ No

4. Are we using freight audit findings to inform broader operational decisions?

- ☐ Yes
- ☐ Partially
- ☐ No

5. Do we regularly review transportation processes for unnecessary costs and inefficiencies?

- ☐ Yes
- ☐ Partially
- ☐ No





Your 2027 Priorities

For every “No” or “Partially” response, identify one improvement to prioritize in the coming year.

Keep the Conversation Going

Transportation optimization isn't a one-time initiative. It's an ongoing process of evaluating costs, performance, and opportunities for improvement.

Looking to identify opportunities within your transportation operations? Scan the QR code to connect with the RateLinx team and explore strategies for improving freight performance and managing transportation costs.