

# FreightFriend's Freight Guru software tackles tight freight market with automated carrier engagement

*Freight Guru increases carrier acceptance rates while reducing freight costs and includes features to identify new carriers and drive carrier engagement.*

CHICAGO, IL, USA, October 1, 2020 /EINPresswire.com/ -- In the past five years, four dramatic,

cyclical shifts have shaken the U.S. truckload market and caused wild fluctuations from shifts in trucking supply or shipper demand. Pandemic-related global supply chain issues have only heightened the current shift, further tightening available capacity.

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Because FreightFriend doesn't require carriers to sign in, it increases the likelihood that carriers reach out to partners.”

*Noam Frankel*

Noam Frankel, founder and CEO of [FreightFriend](#), a truckload procurement platform, has encountered major market shifts like these many times during his 40 years in transportation, though never this frequently.

“It's the tightest market we've seen in a long time,” said

Frankel. “Carriers are getting hammered with inbound opportunities. It's why we developed the latest version of FreightFriend to cut through the noise so shippers and brokers can rank matching freight and send only targeted loads to their carriers.”

The newly released FreightFriend 2.0 introduces Freight Guru, a powerful tool that eases the burden of engaging asset carriers. Freight Guru's ranking algorithms blend a client's proprietary data with publicly available data and data shared by friended carriers to match freight with capacity. Matching results are then ranked and auto-communicated to the user's carrier partners. As carriers respond, Freight Guru dynamically learns and adjusts, using machine learning to refine carrier preferences and further improve matches.

“Carrier engagement is already a difficult task, regardless of market conditions,” said Frankel. “But because FreightFriend doesn't require carriers to sign up or sign in to receive matches, provide a quote, or book-it-now, it increases the likelihood that carriers will reach out to their partners.”

Freight Guru was designed to work in tandem with FreightFriend's full CRM and dynamic routing engine, which ranks carrier and capacity results for any load or lane, enabling more flexible tendering. Together, they help shippers, brokers, and carriers better coordinate freight with capacity by improving productivity and reducing costs for freight partners in all market conditions.

Like FreightFriend 1.0, the new version protects user information, allowing users to decide what information to share with the partners they prefer to work with and trust.

For more information about FreightFriend, visit [freightfriend.com](http://freightfriend.com).

About FreightFriend: FreightFriend is a cloud-based truckload procurement solution that harnesses the power of AI to find capacity and match freight. The software solutions include a carrier relationship management (CRM) platform, freight matching and a relationship-based marketplace, and predictive new carrier discovery.

For more information:  
 Phoebe Noce  
 Director of Marketing  
 224-306-2063  
[phoebe@freightfriend.com](mailto:phoebe@freightfriend.com)

Phoebe Noce, Director of Marketing  
 FreightFriend  
 +1 224-306-2063  
[email us here](mailto:email us here)  
 Visit us on social media:  
[LinkedIn](#)

Here are **12** ranked load matches for Friendly Trucking from Chicago Brokerage  
 CONTACT: Billy Wilson, [billy@chicagobrokerage.com](mailto:billy@chicagobrokerage.com), 800-555-5555 ext 1234.

P/I	Ref #	Origin	Destination	F/P	Equipment	Respond	Do you want to see this load in the future?	
7/15/2020	25745	Bolingbrook, IL	West Mifflin, PA	F	R	<a href="#">Book</a> <a href="#">Quote</a> <a href="#">More Info</a>		
7/15/2020	98374	Annapolis, MD	Norcross, GA	F	V	<a href="#">Book</a> <a href="#">Quote</a> <a href="#">More Info</a>		
7/17/2020	92384	Sacramento, CA	Tacoma, WA	F	V	<a href="#">Book</a> <a href="#">Quote</a> <a href="#">More Info</a>		
7/17/2020	98734	Addison, IL	Milwaukee, WI	F	V, R	<a href="#">Book</a> <a href="#">Quote</a> <a href="#">More Info</a>		
7/21/2020	68103	Allentown, PA	Naples, FL	F	V	<a href="#">Book</a> <a href="#">Quote</a> <a href="#">More Info</a>		
7/22/2020	23743	Woodridge, IL	Keller, TX	F	F	<a href="#">Book</a> <a href="#">Quote</a> <a href="#">More Info</a>		
7/22/2020	18302	Greensboro, NC	Phoenix, AZ	F	F	<a href="#">Book</a> <a href="#">Quote</a> <a href="#">More Info</a>		
7/24/2020	73723	Norman, OK	Plano, TX	F	SD	<a href="#">Book</a> <a href="#">Quote</a> <a href="#">More Info</a>		
7/24/2020	27845	Edwardsville, IL	Hebron, KY	F	V	<a href="#">Book</a> <a href="#">Quote</a> <a href="#">More Info</a>		
7/27/2020	12590	Hollywood, FL	Racine, WI	F	V	<a href="#">Book</a> <a href="#">Quote</a> <a href="#">More Info</a>		

Get more loads tailored to your capacity today!

Freight Guru's userless matches page allows shippers and brokers to auto-communicate targeted, ranked freight matches to carriers that are not on the FreightFriend platform. Carriers can provide feedback, quote, or book-it-now.

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