

Supply Chain KPIs

Original Research

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Are you measuring up?

Key performance indicators (KPIs) can help you evaluate the success of your supply chain, identify potential problems, drive strategic decisions and maintain better relationships with your freight providers.

But how do you know if you're doing KPIs right? Are your metrics out of sync with the reality of the market?

We want to give you a quantitative analysis of how businesses like yours are setting and managing their supply chain KPIs.



About the research

We worked with an independent market research firm to get insights from over 1,600 logistics pros on how they set and manage their performance metrics.

What you'll learn

- What KPIs matter the most to shippers and carriers
- The technology and processes your peers are using to manage KPIs
- Data-backed industry benchmarks for the top KPIs
- How to use data to form strategic relationships with your freight providers

Respondent overview

- Nearly 1,000 shippers across North America, ranging from small businesses to large enterprises across all industries
- Nearly 700 carriers across North America, ranging from owner-operators to national fleets

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Key Takeaways



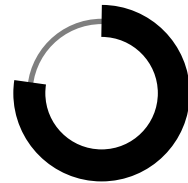
KPIs are essential.



83%

of shippers and 85% of carriers agree that logistics KPIs are an essential part of their business management.

Performance > cost.



77%

of shippers prioritize high-performance service over cost in their overall supply chain strategy.

Delivery > pick-up.

38%



- Delivery
- Both equal
- Pick-up

While both are important, when asked to choose one, shippers and carriers agree that on-time delivery matters more.

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Key Takeaways



Everybody wants a standard.



Carriers want a straight answer from shippers.



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Shippers and carriers are on the same page.

From performance expectations to KPI management methods to top challenges, shippers and carriers were generally aligned.

Get the full research study

Get all the insights from this study.

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THE METRICS THAT MATTER

What Shippers & Carriers Really Think
About Supply Chain KPIs