

The Logistics Professional's Guide to KPIs

What Shippers & Carriers Really Think
About Transportation Metrics | 2025 Edition

Charts & Graphs From the
Original Research Study

Get the Full Research Study in the RXO Resource Center

This PowerPoint only contains the charts and graphs from *The Logistics Professional's Guide to KPIs* original research study.

Want More?

Get data commentary, context, and analysis by viewing the full study in the *Research* section of the RXO Resource Center.
(You can also download it as a PDF.)

Access the Study Here:

rxo.com/resources/research/kpi-research-study

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Research - 28 min read



Welcome to the second edition of *The Logistics Professional's Guide to KPIs*.

This is an independent, original research study filled with trends and charts informed by 1,000 logistics decision makers – ready to get insights you can use to benchmark your own supply chain strategy?

Below, you're going to learn what shippers and carriers really think about transportation metrics, including:

- [How shippers are managing their KPIs](#)
- [What role technology and AI are playing](#)
- [Which KPIs matter most](#)
- [Industry performance standards and how they've shifted since 2022](#)
- [How carriers are managing their KPIs](#)
- [Insights for working with freight providers](#)
- [The top trends in logistics KPIs](#)

Prefer to read this study as a PDF? You can [download a PDF version of this study](#).

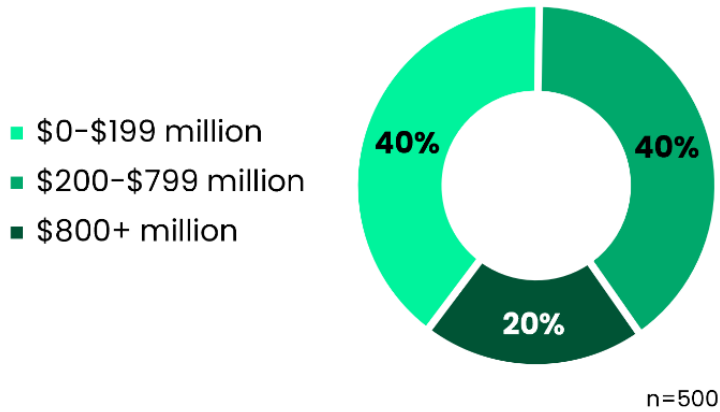
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Who We Talked to: Study Demographics

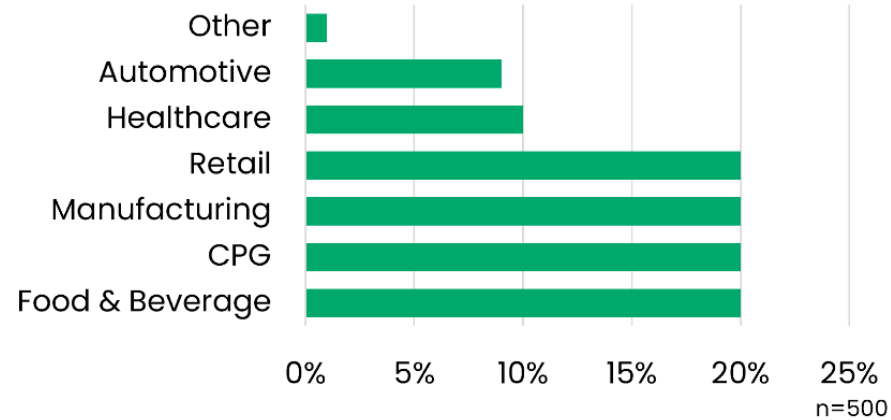
Any comprehensive analysis on the current state of logistics KPIs must account for everyone in the shipping process – manufacturers, distributors, retailers and freight providers.

Shipper Respondent Demographics

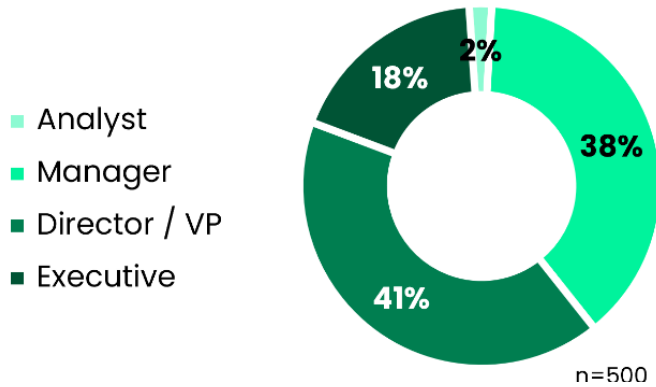
Shippers by Revenue



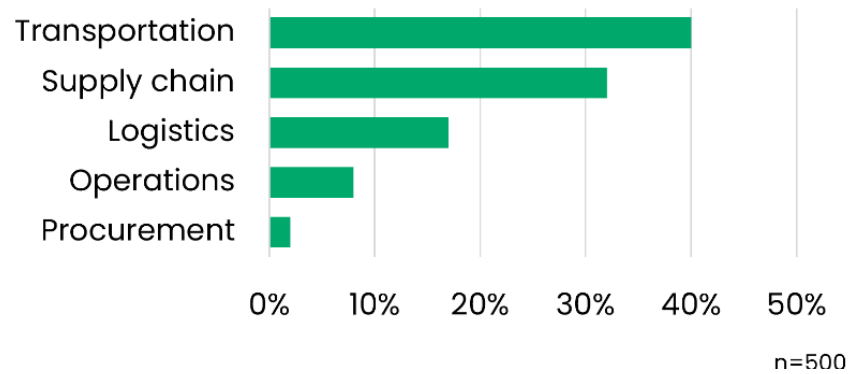
Shippers by Industry



Shippers by Job Title

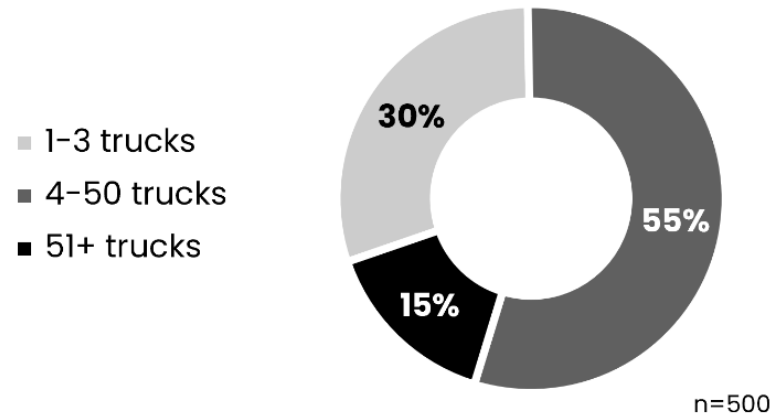


Shippers by Department

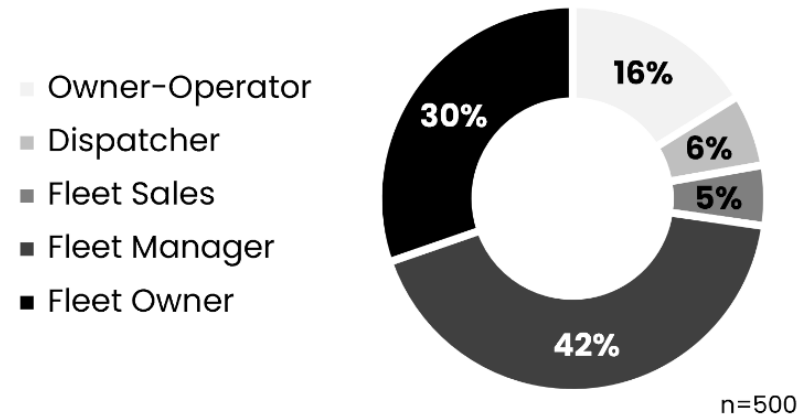


Carrier Respondent Demographics

Carriers by Fleet Size

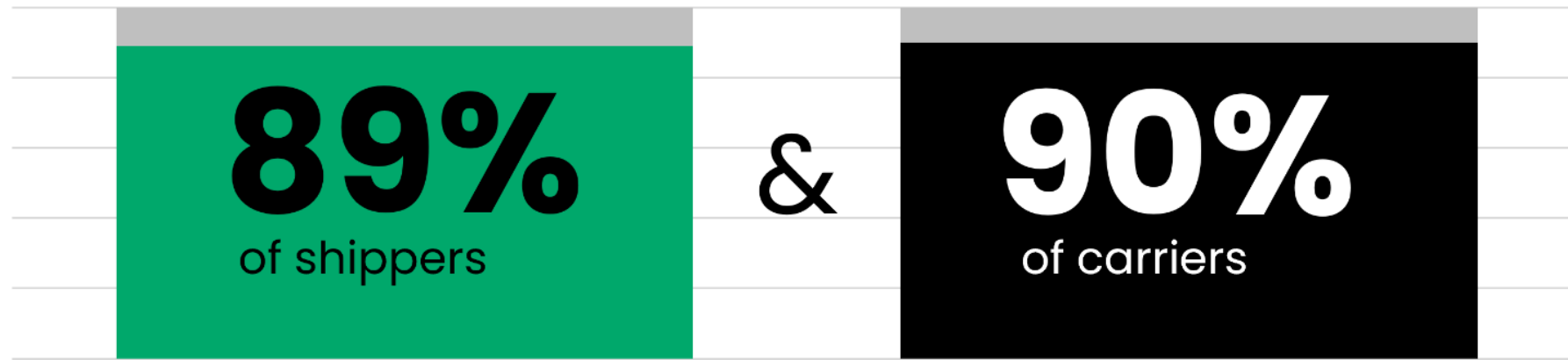


Carriers by Fleet Size



The Importance of a Data-Driven Supply Chain

Nearly all logistics pros have bought into data-driven supply chains.



agree that KPIs are an essential part of logistics management.

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The Shipper's Perspective:

How Businesses Are Managing Their Logistics KPIs



The Importance of a Data-Driven Supply Chain

Logistics KPIs are more important than ever.

Q: Do you believe that KPIs are an essential part of sound logistics management?

n=500

In 2022:

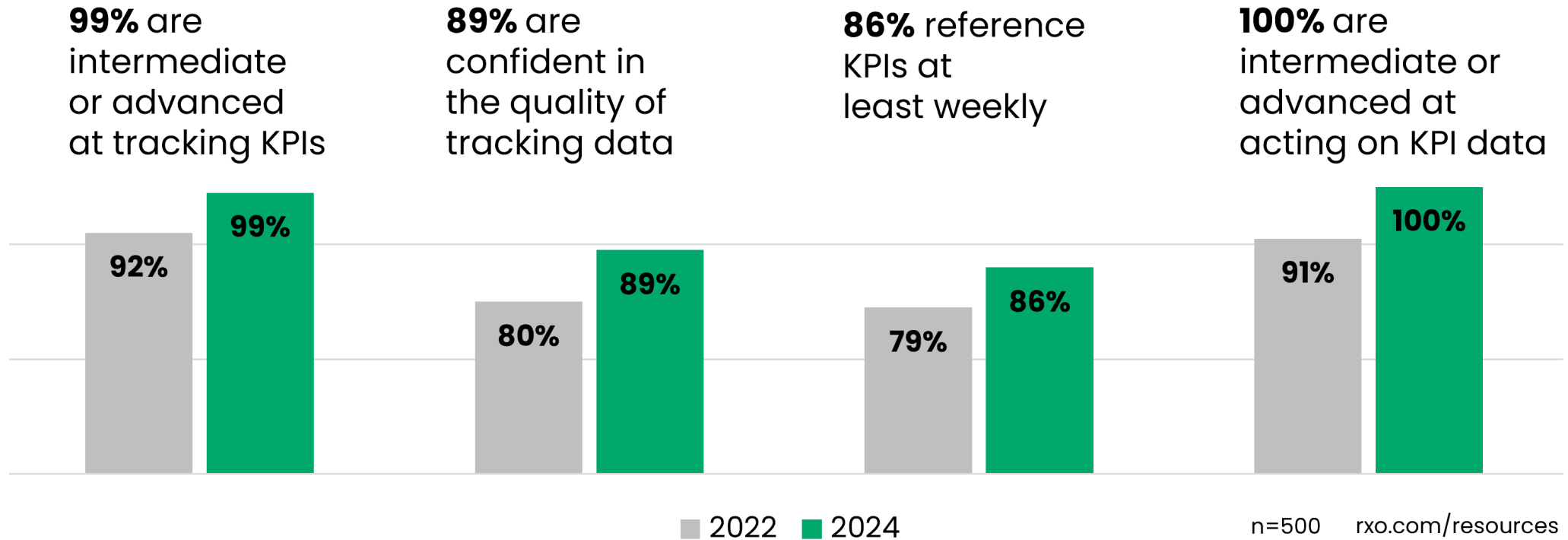
83%
of shippers agreed

In 2024:

89%
of shippers agreed

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Shippers are getting more KPI-savvy.

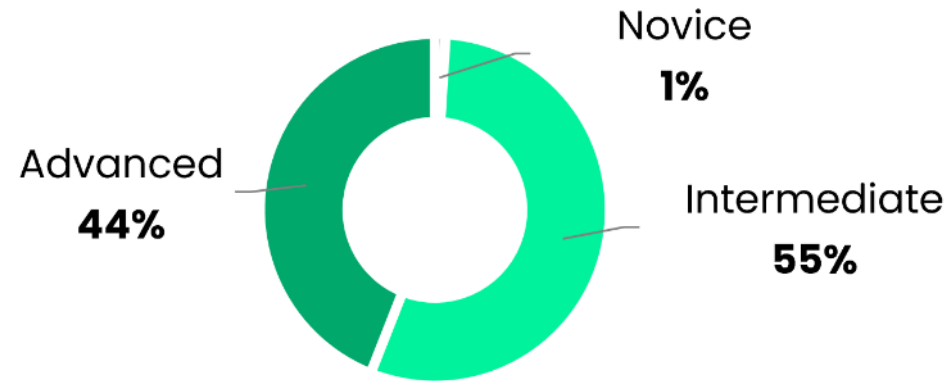


Shippers are getting better at tracking KPIs.

Q: How would you rate your company's ability to track supply chain metrics and KPIs?

n=500

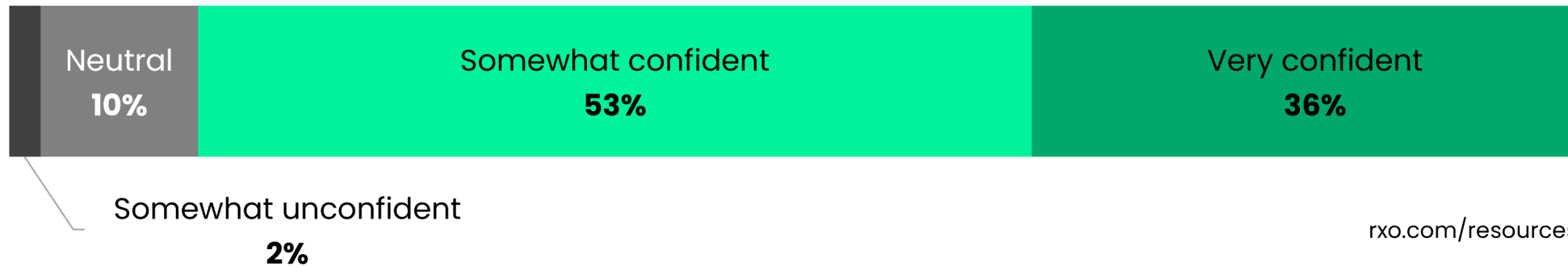
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Shippers are getting higher quality data.

Q: Considering freight visibility, how confident are you in the overall accuracy of the data you receive?

n=500



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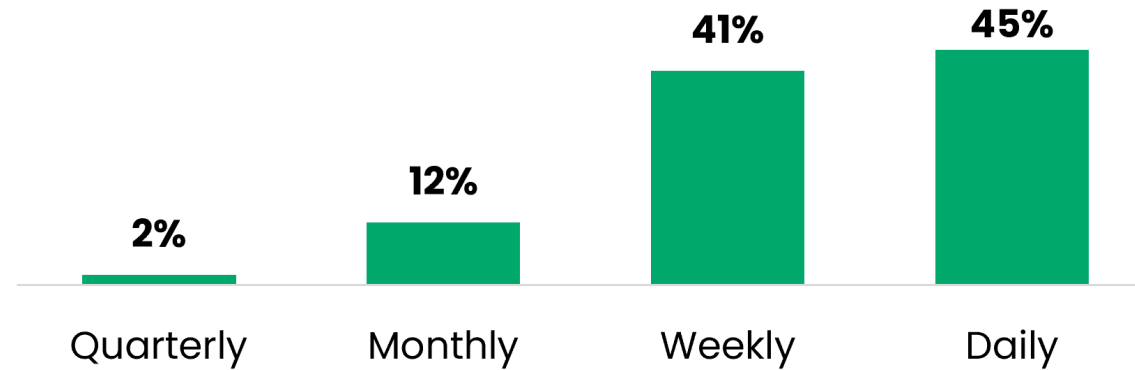


Shippers are referencing KPIs more often.

Q: How often do you reference your KPIs?

n=500

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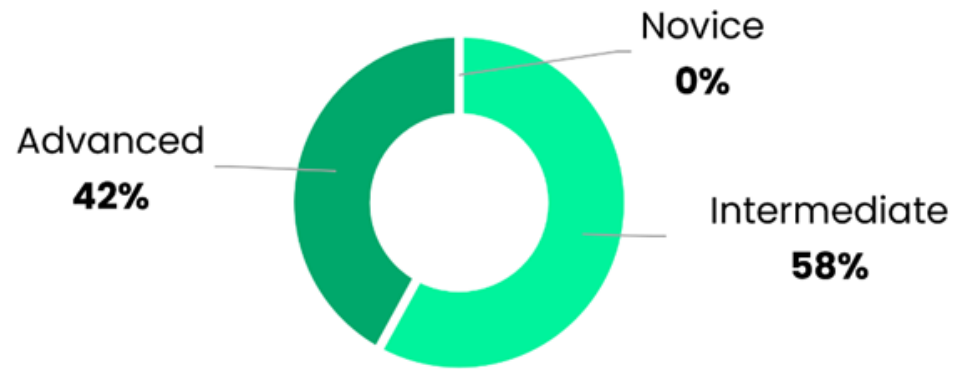


Shippers are getting better at using that data, too.

Q: How would you rate your company's ability to act on the metrics and KPIs you have?

n=500

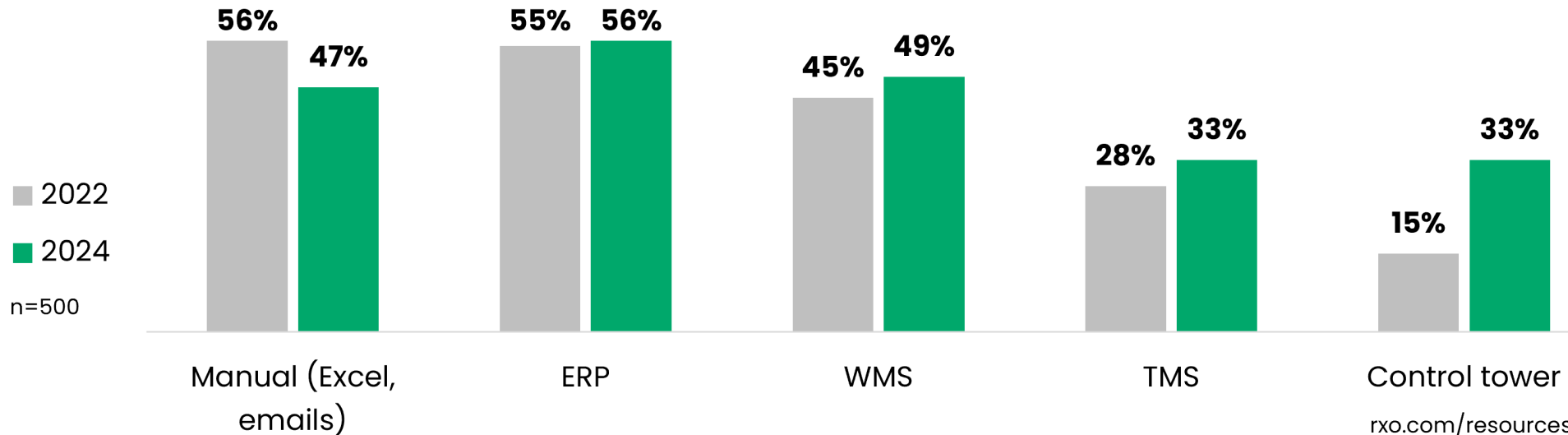
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What logistics technology platforms are shippers using?

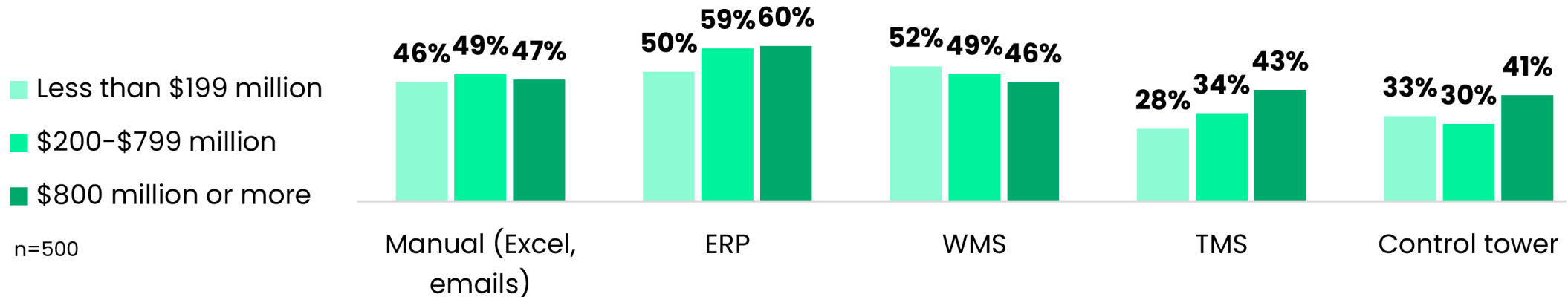
Manual processes are getting replaced by tech platforms.

Q: Which technology tools do you use to track and manage your logistics KPIs?



Logistics Technology Platforms by Shipper Size

Q: Which technology tools do you use to track and manage your logistics KPIs?



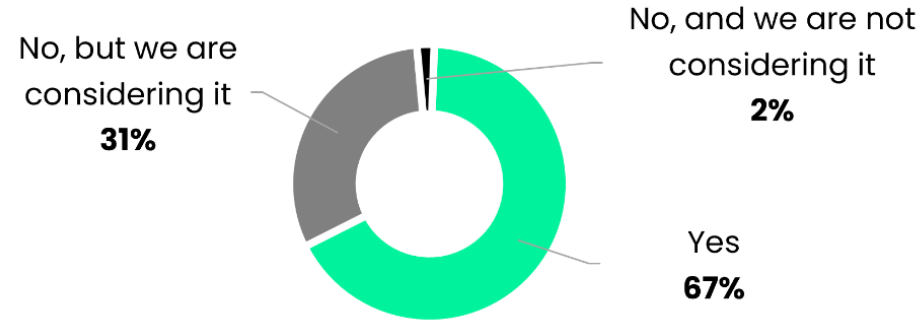
How Shippers Are Using AI

Most shippers are using AI in some capacity.

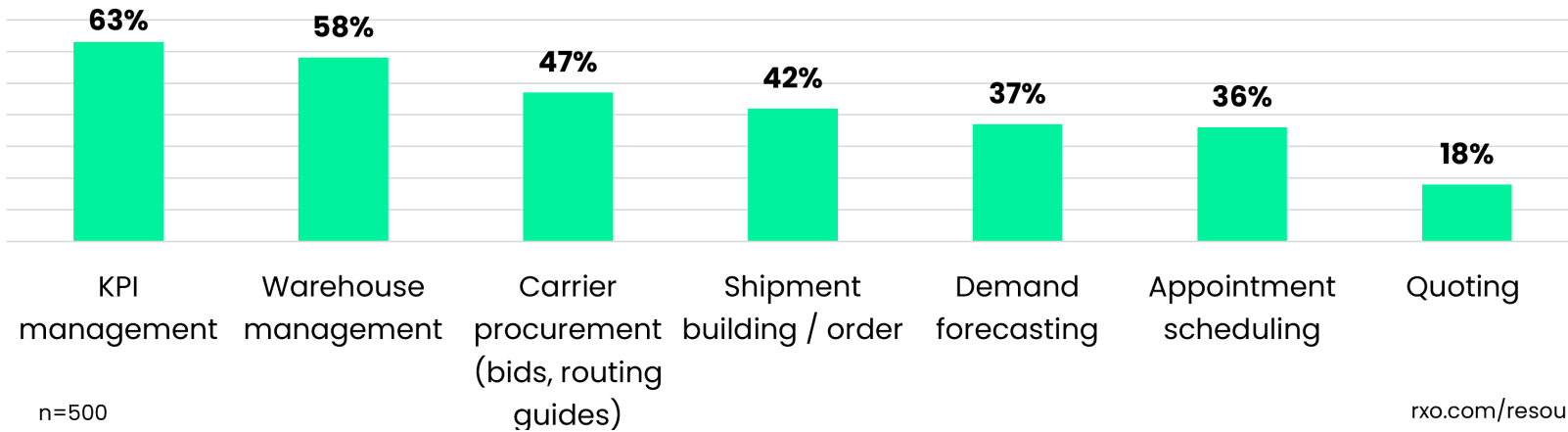
Q: Is your company using AI in your logistics?

n=500

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Q: How are you using AI in logistics? Select all that apply



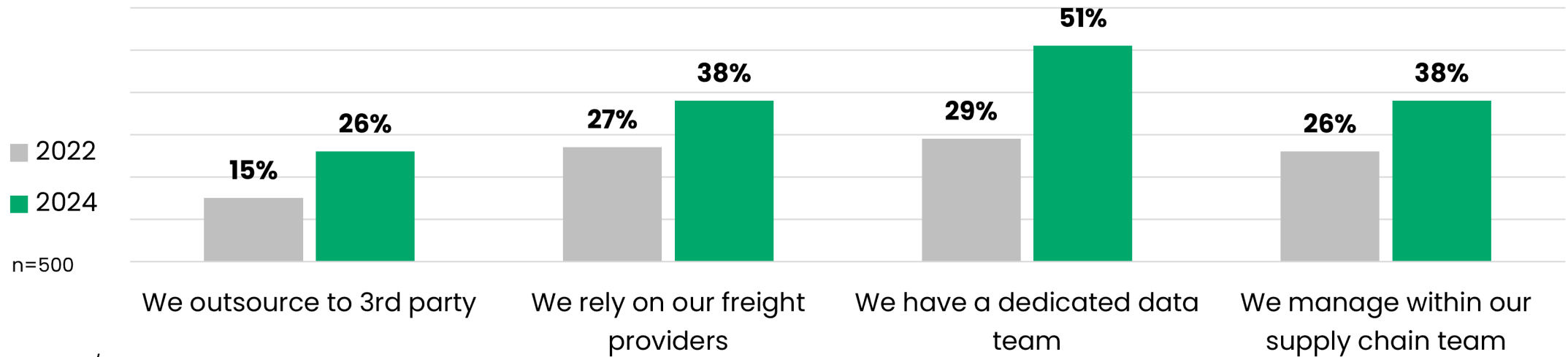
n=500

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How Shippers Work With Third Parties for KPI Management

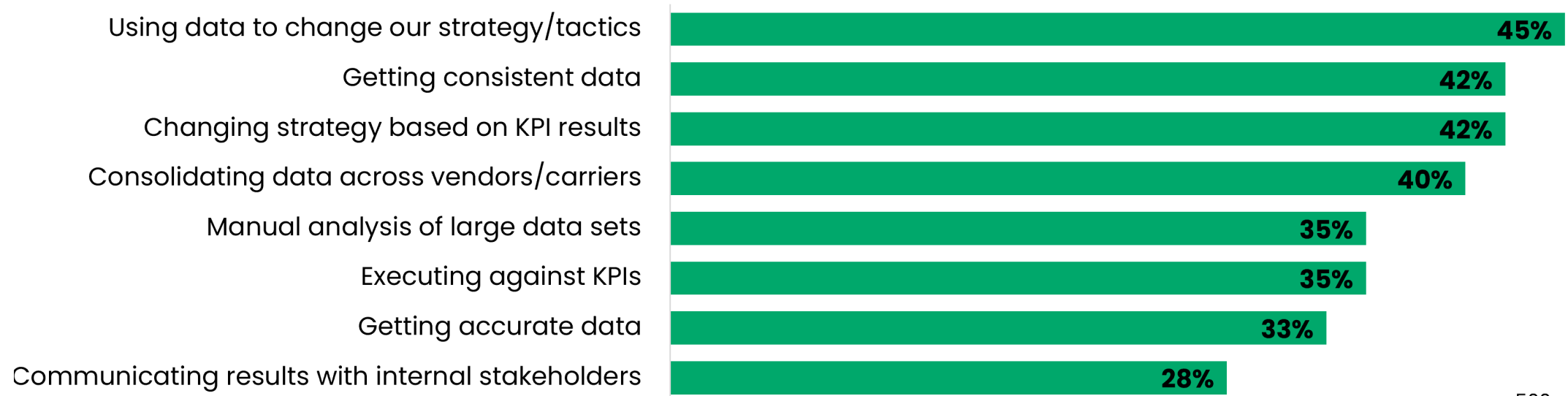
Q: Considering logistics KPI management, which of the following apply to your company?
Select all that apply



Challenges With Logistics KPIs

Shippers' challenges with KPIs

Q: What are your top 3 biggest challenges when gathering, managing and using supply chain KPIs?



n=500

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How did logistics KPI challenges change from last time?

Top Challenges: 2022 vs. 2024



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How OTIF Impacts Shippers' Procurement Strategies

Higher demands for shippers means higher demands on carriers.

Q: How have OTIF requirements impacted your procurement strategy (i.e., the carriers you choose)?

No impact

Some impact

Significant impact



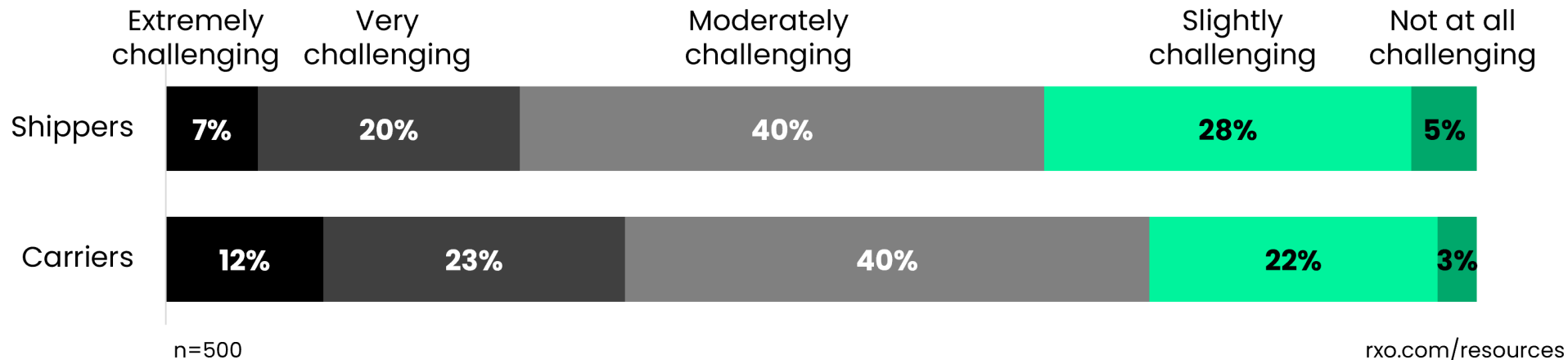
n=500

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What Shippers Think About Appointment Scheduling

Though technology is helping, most shippers and carriers still struggle with scheduling.

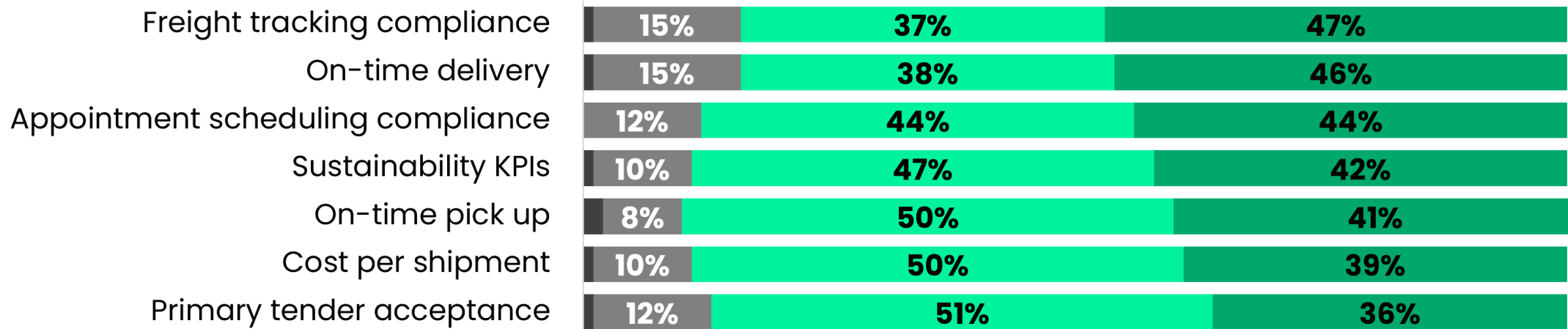
Q: Overall, how challenging is managing appointment scheduling?



Ranking Logistics KPIs by Importance

Q: How important are the following logistics KPIs to your business?

■ Not important ■ Somewhat important ■ Neutral ■ Somewhat important ■ Very important



n=500 rxo.com/resources



Logistics KPIs by Importance: Change Over Time

KPI Importance: 2024 vs. 2022	% of shippers who said KPI is somewhat important	% of shippers who said KPI is very important
On-time delivery	+11%	-12%
Cost per shipment	+12%	-8%
Appointment scheduling compliance	+7%	+1%
Freight tracking compliance	-4%	+6%
On-time pick up	+10%	+1%
Sustainability KPIs	+8%	+3%
Primary tender acceptance	+11%	+5%

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Cost vs. Performance

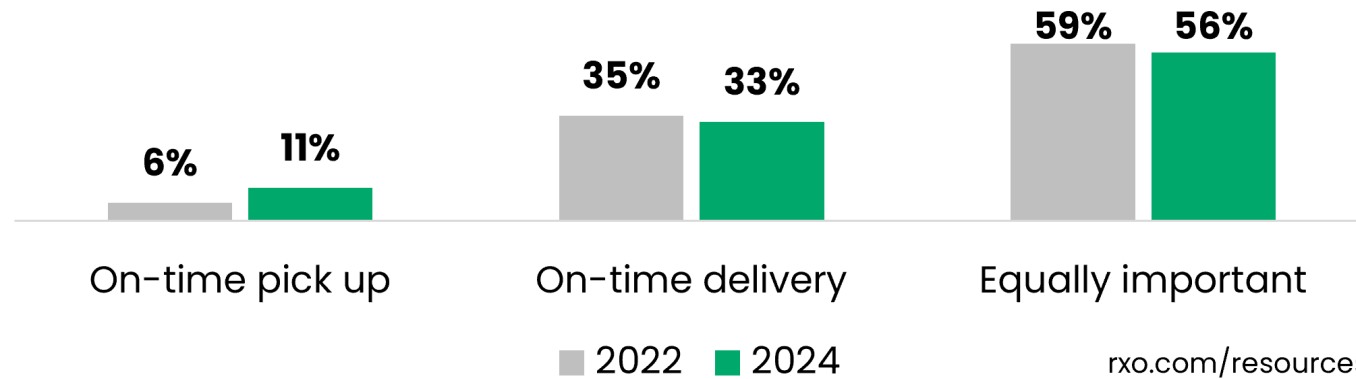
Shippers are slightly more cost-conscious vs. 2022

Q: When thinking of your company's overall supply chain management strategy, is your business more performance- and service-oriented or cost-conscious?



Delivery vs. Pick-Up

Q: Which of these two KPIs is more important?



n=500

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Setting Logistics KPI Benchmarks:

What Shippers & Carriers Think About
Transportation Performance Standards

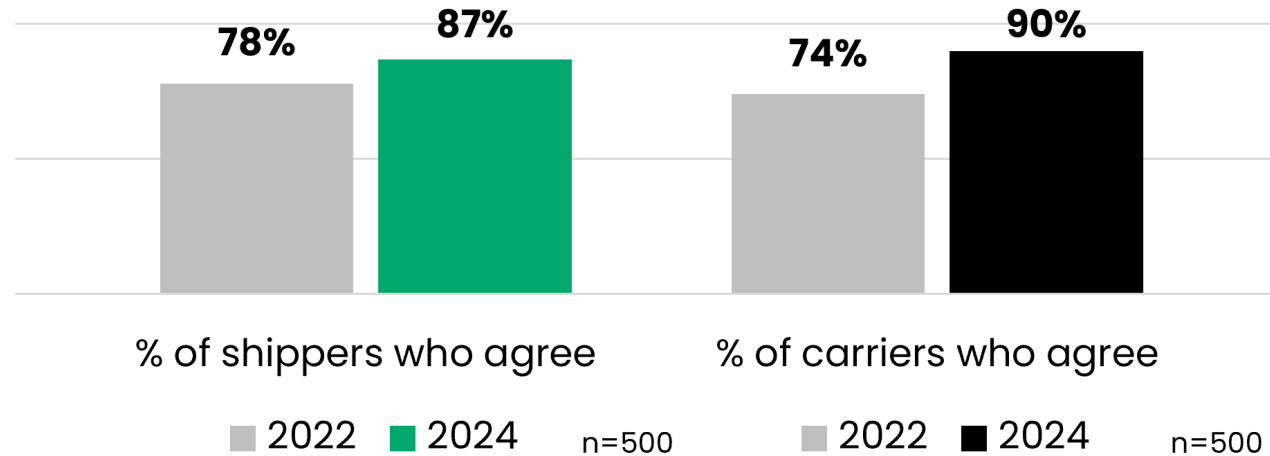


Setting an Industry-Wide Standard

Shippers & carriers agree: We want a standard

Q: Do you believe there should be set industry standards for logistics KPIs that all shippers and carriers agree on?

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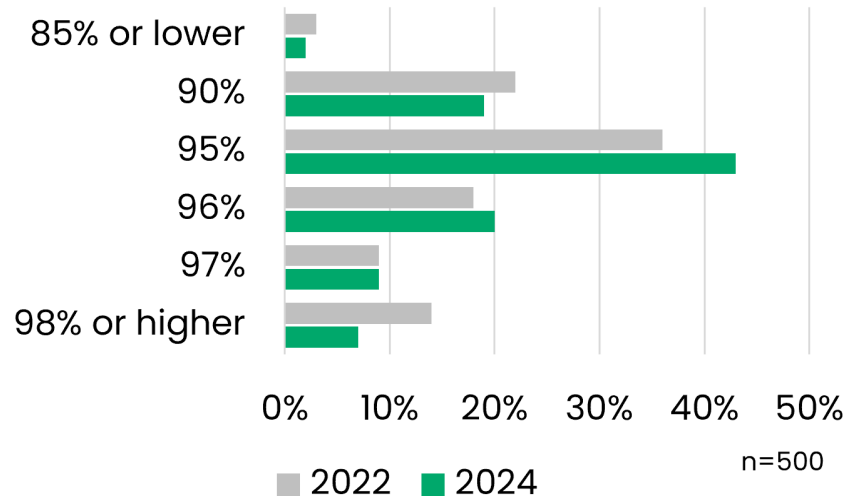
What is acceptable on-time pick up performance in freight shipping?

Industry Standard: 95% on-time pick up performance

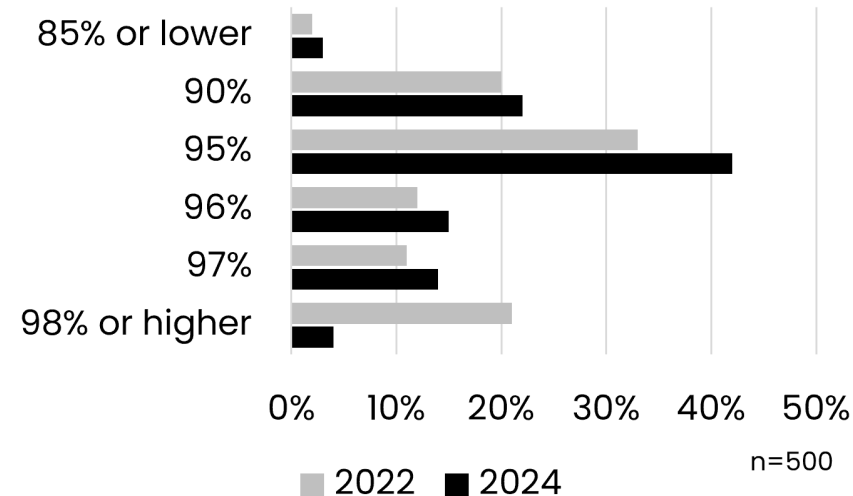
Q: What do you consider to be acceptable on-time pick up performance?

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SHIPPERS



CARRIERS



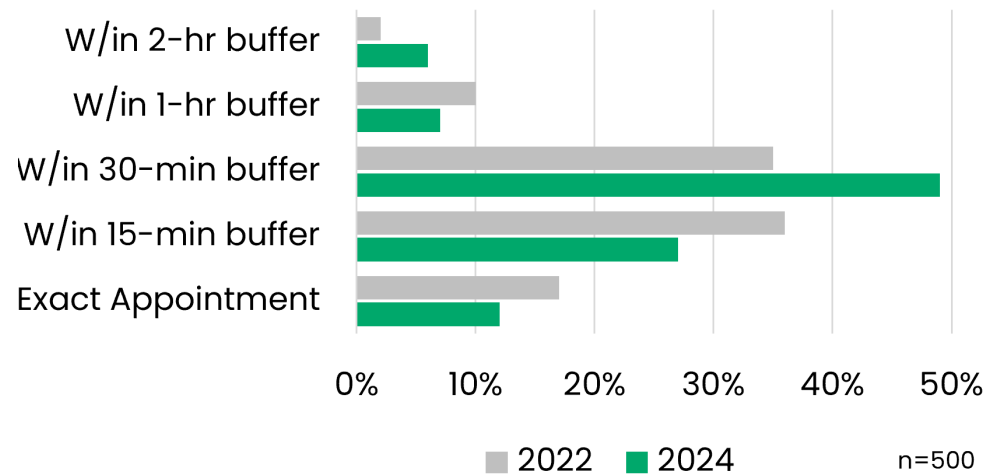
Defining an "On-Time" Pick Up

Industry Standard: On-time to an appointment with a 30-minute buffer

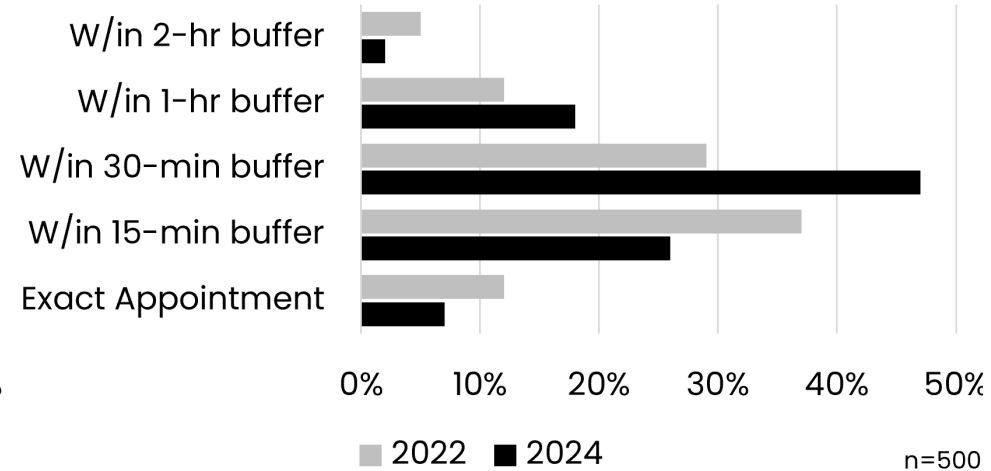
Q: What does your business consider as an "on-time" pick up?

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SHIPPERS



CARRIERS



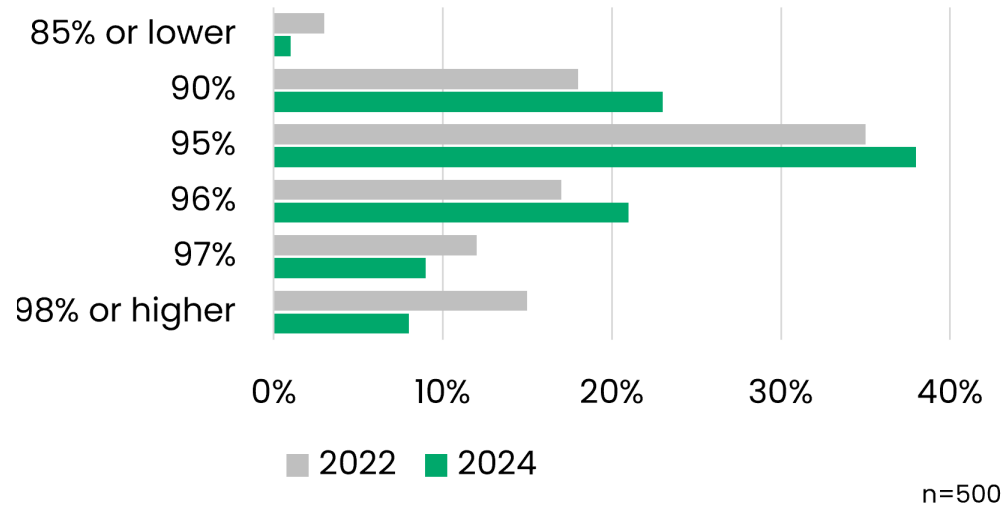
What is acceptable on-time delivery performance in freight shipping?

Industry Standard: 95% on-time delivery performance

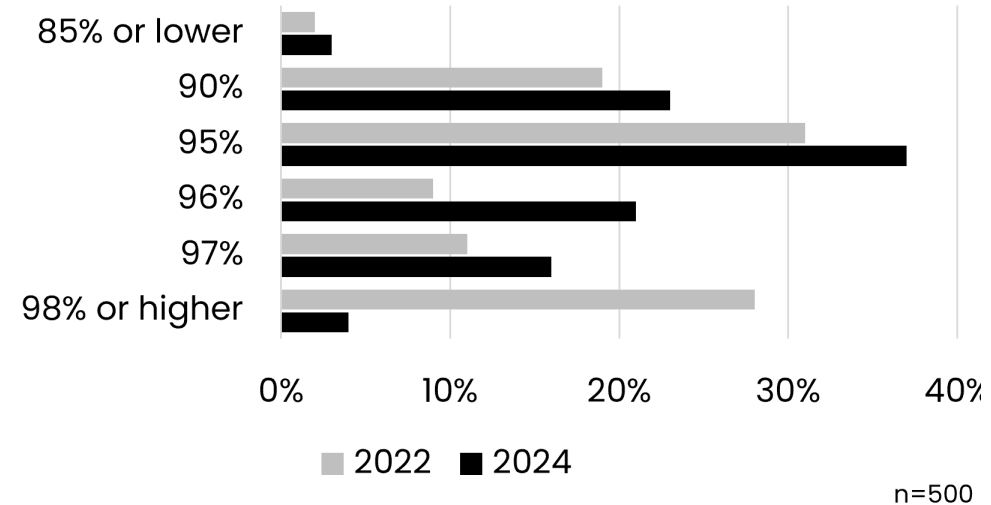
Q: What do you consider to be acceptable on-time delivery performance?

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SHIPPERS



CARRIERS



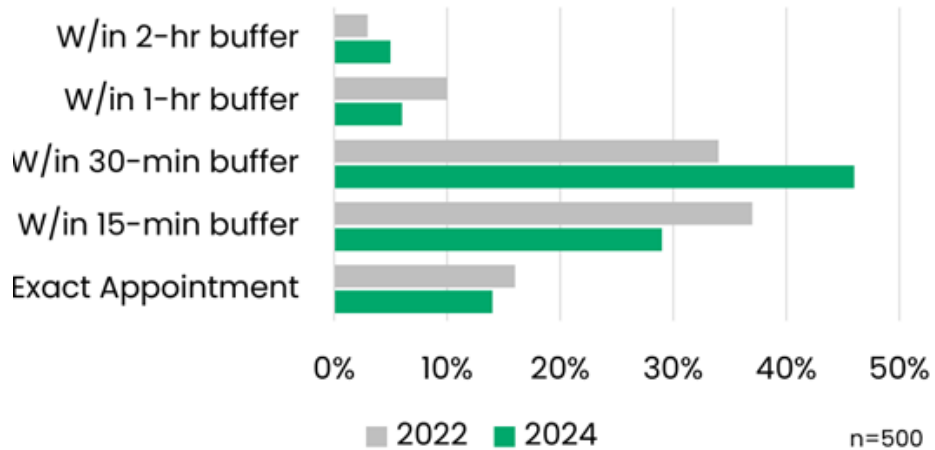
Defining an "On-Time" Delivery

Industry Standard: On-time to an appointment with a 30-minute buffer

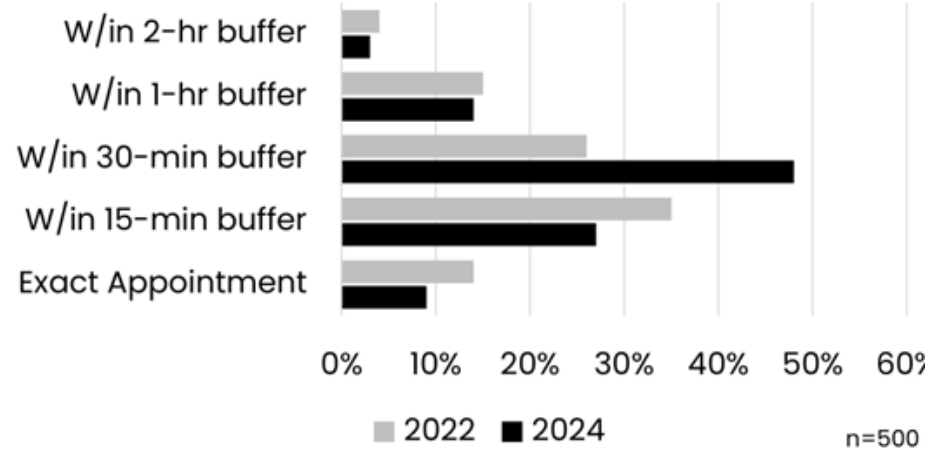
Q: What does your business consider as an "on-time" delivery?

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SHIPPERS



CARRIERS

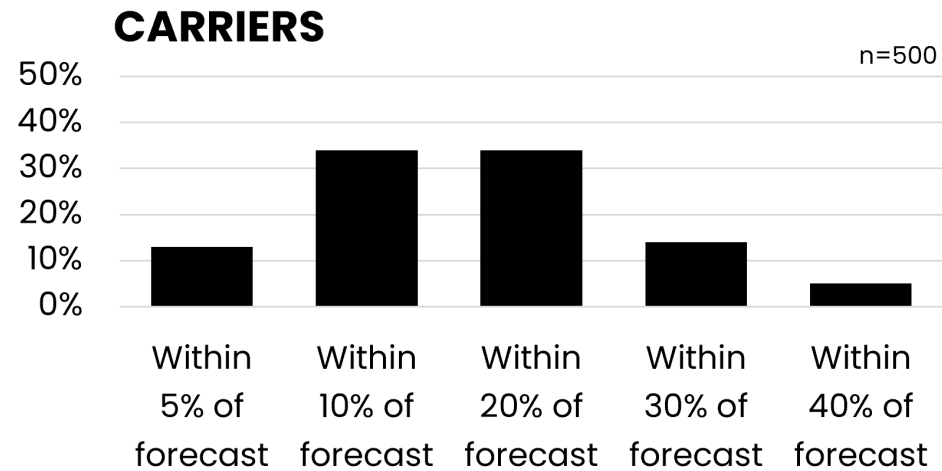
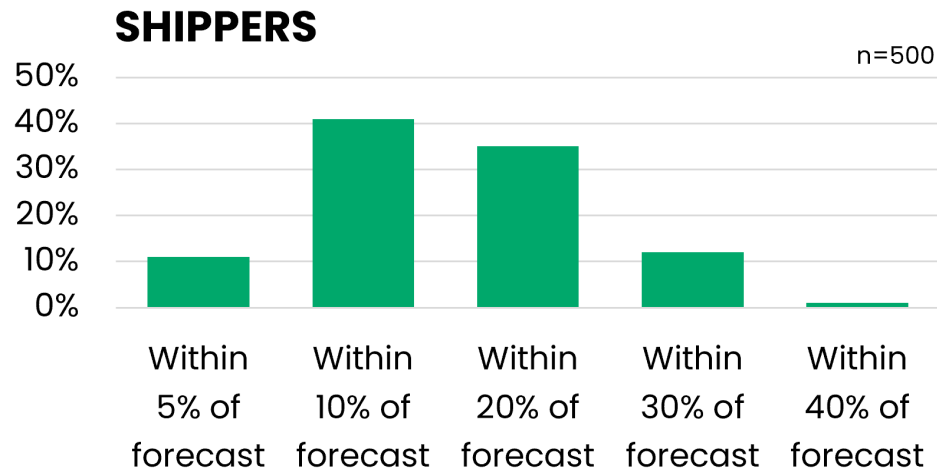


How accurate should freight forecasting be?

Industry Standard: Within 10% of forecasted volume

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Q: Considering your customer's forecasted shipping volume in a truckload lane, what do you consider to be an acceptable degree of variance?

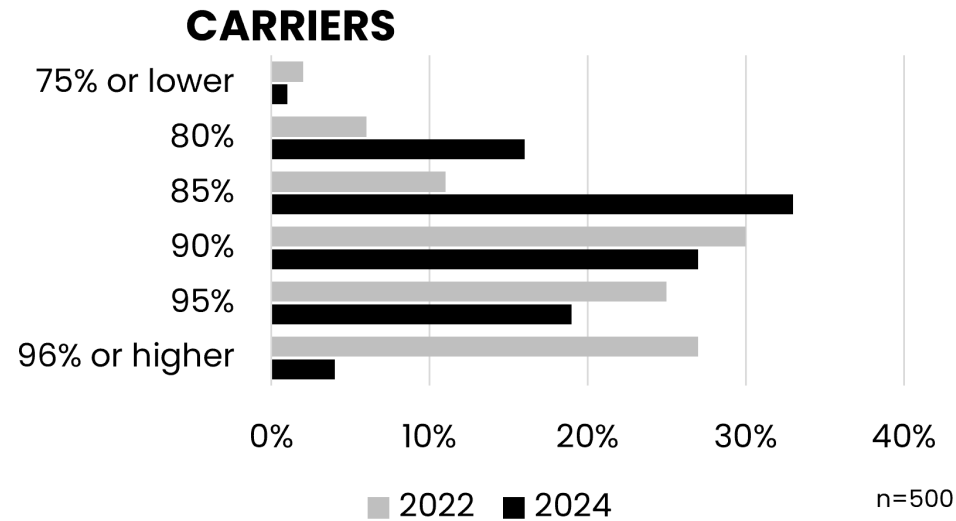
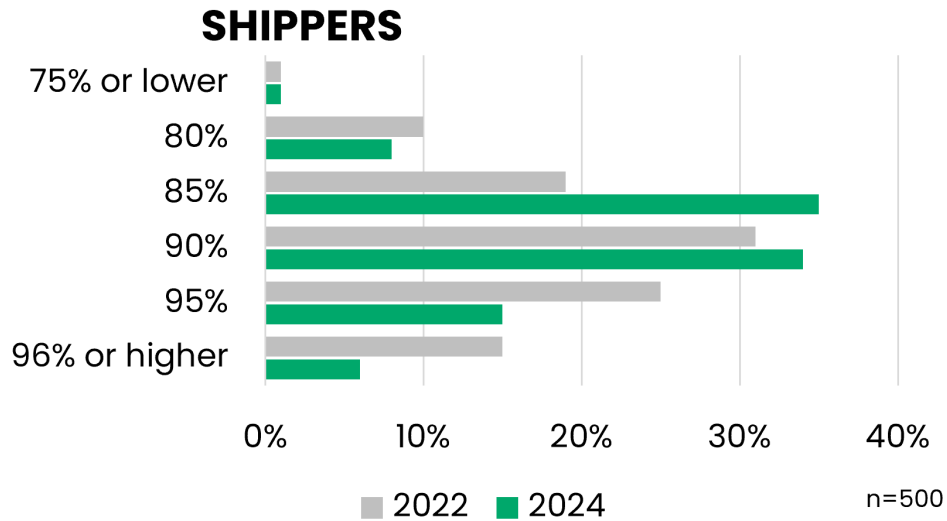


Primary Tender Acceptance

Industry Standard: 85% primary tender acceptance

Q: What do you consider to be acceptable primary tender acceptance performance?

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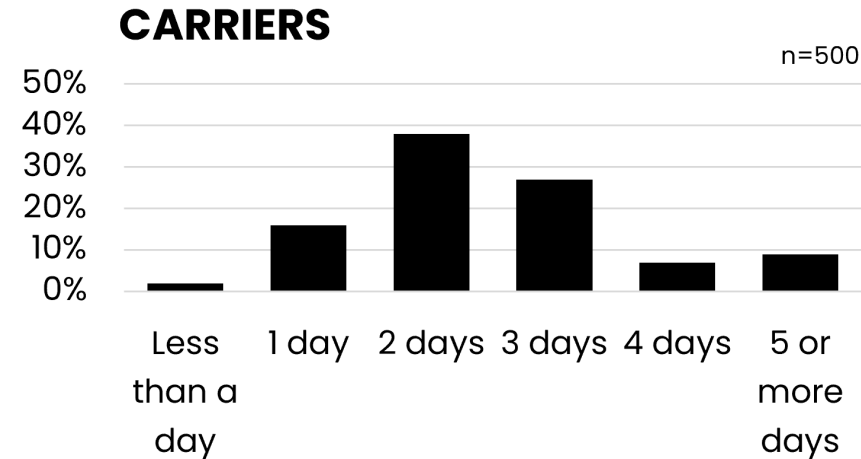
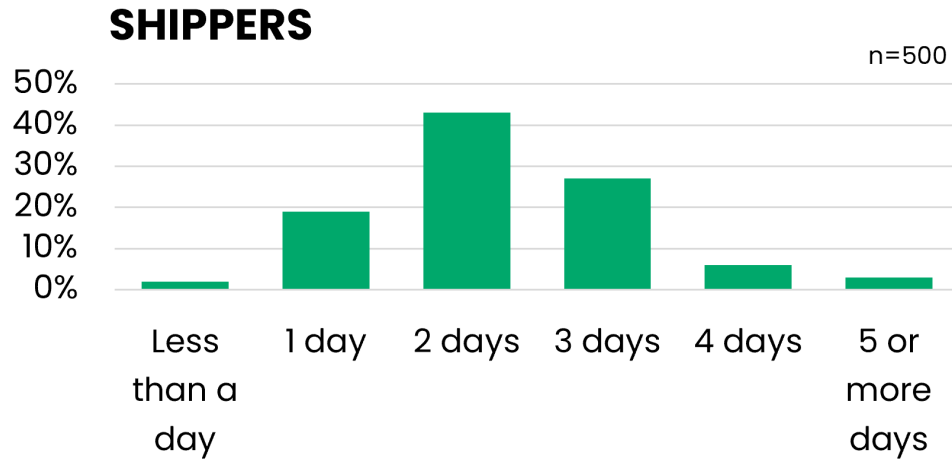


How much lead time is reasonable for truckload and LTL shipments?

Industry Standard: 2 days of lead time

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Q: What does your business consider as an acceptable amount of lead time for truckload and LTL shipments?

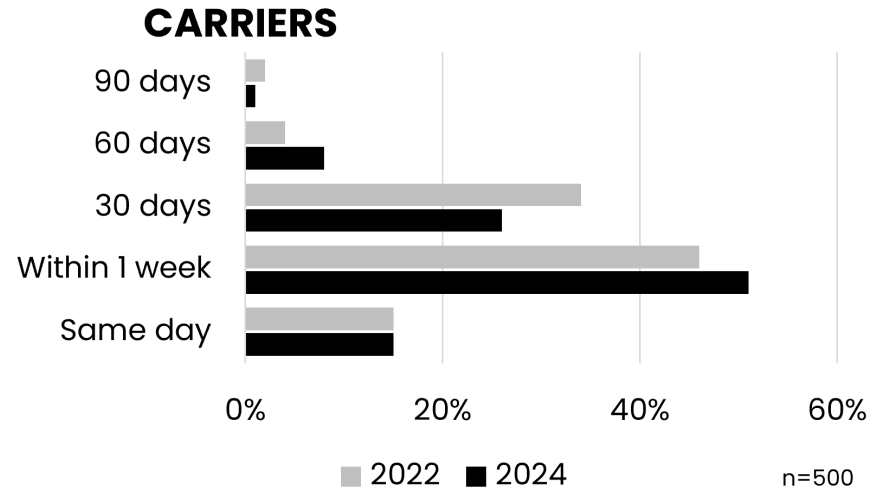
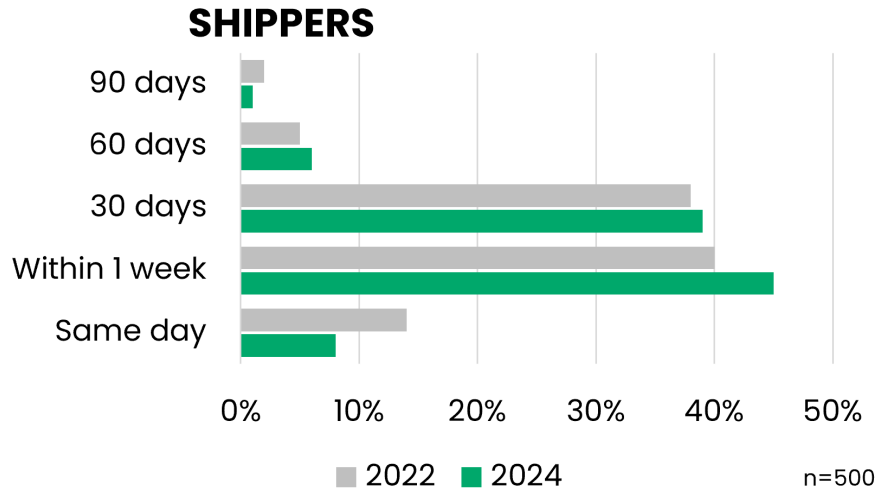


How fast should carriers get paid?

Industry Standard: Payment within one week

Q: What are your standard payment terms for freight payables?

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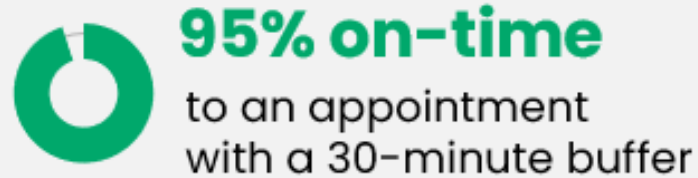


The Industry Standards for Logistics KPIs

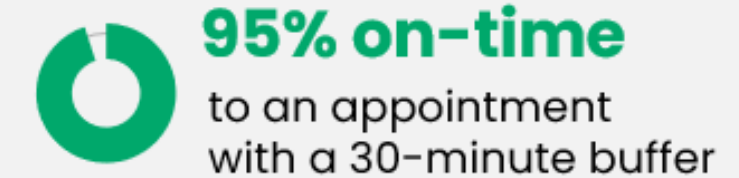
According to hundreds of shippers and carriers of all business sizes in all regions, here's what logistics pros consider reasonable expectations.

Try to implement these into your supply chain.

PICK-UP PERFORMANCE:



DELIVERY PERFORMANCE:



PRIMARY TENDER ACCEPTANCE:



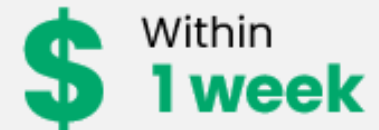
SHIPPING FORECAST ACCURACY:



LEAD TIME:



PAYMENT TERMS:



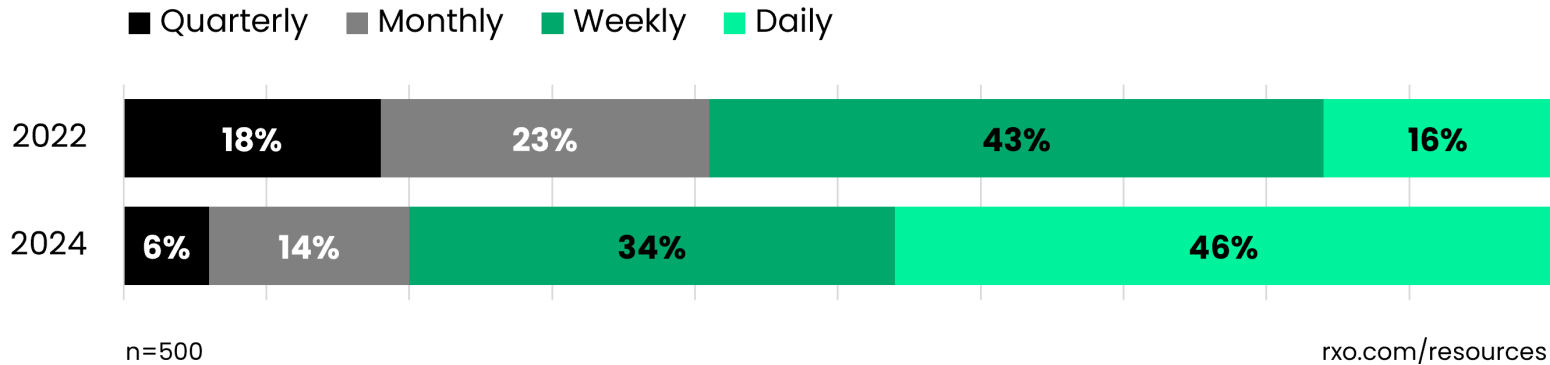
The Carrier's Perspective:

KPI Insights For More Strategic Carrier Relationships

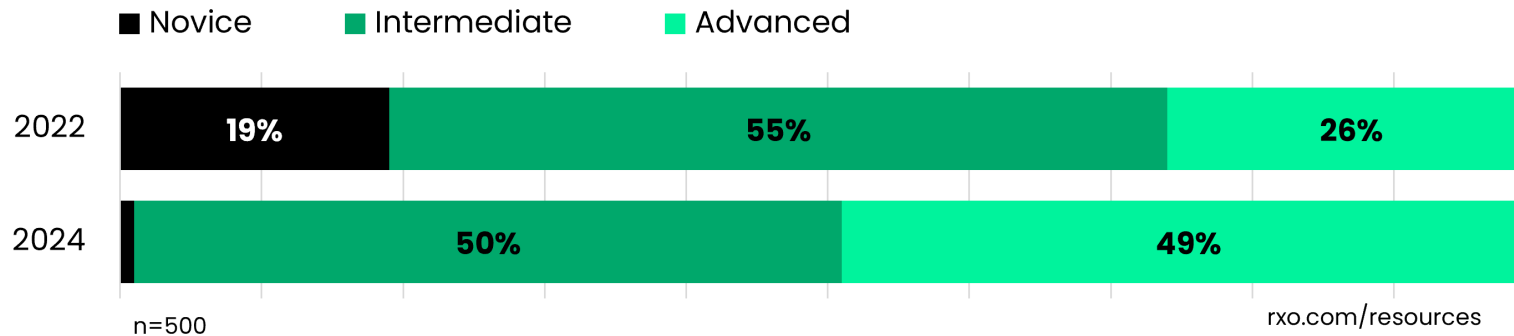


Carriers are getting more KPI-savvy.

Q: How often do you reference your KPIs?



Q: How would you rate your company's ability to act on the metrics and KPIs you have?

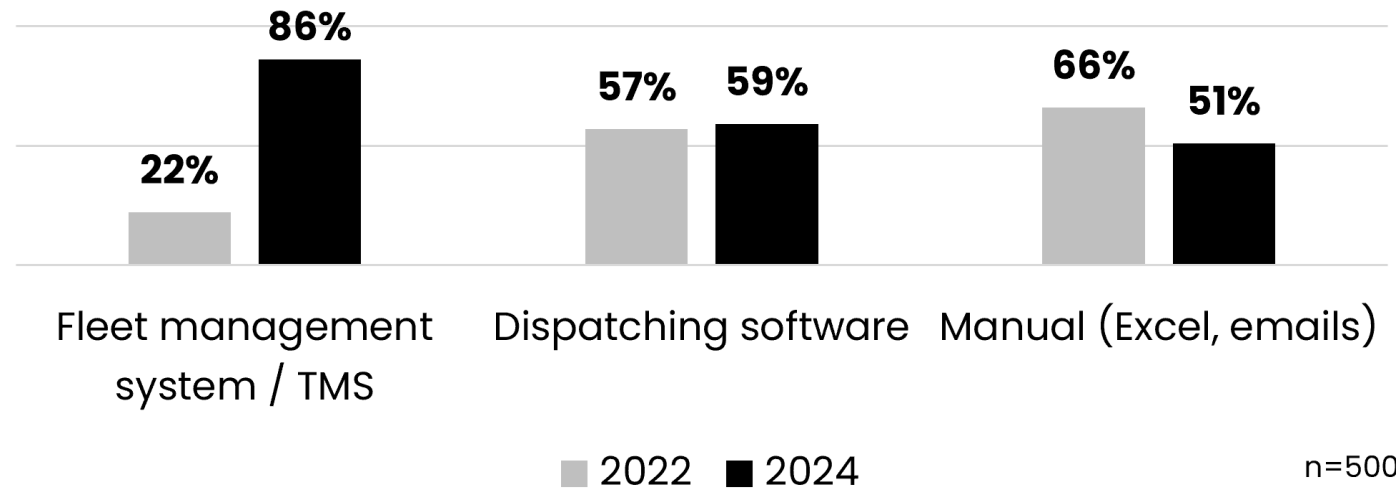


Carrier Technology Platform Usage

Manual processes are getting replaced by tech platforms

Q: Which technology tools do you use to track and manage your logistics KPIs?

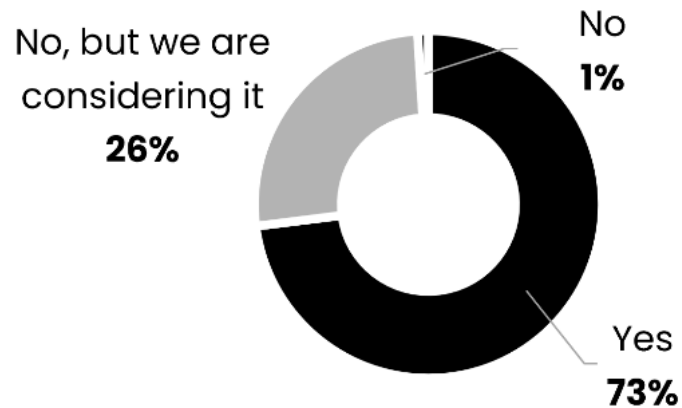
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Carriers & AI

Freight carriers & AI

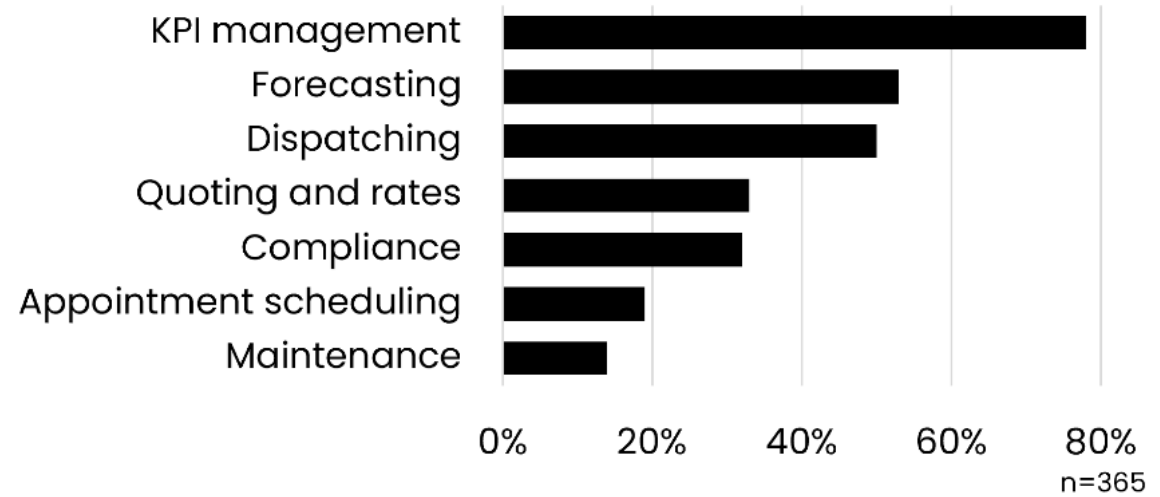
Q: Is your company using AI to manage and/or execute your logistics strategy?



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n=500

Q: How are you using AI in logistics?
Select all that apply



n=365



Insights for Working With Your Freight Providers



What Carriers Think About KPIs

73% of carriers

will factor in your KPI expectations before taking a load.

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84% of carriers

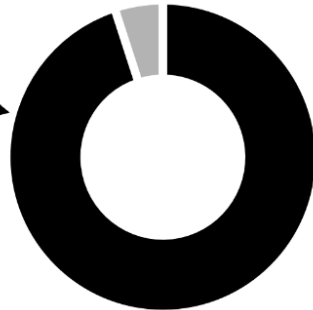
think carrier scorecards are a useful tool.

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95% of carriers

will give higher rates to inefficient shippers.

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72% of carriers

of carriers expect weekly updates on shipping volumes.

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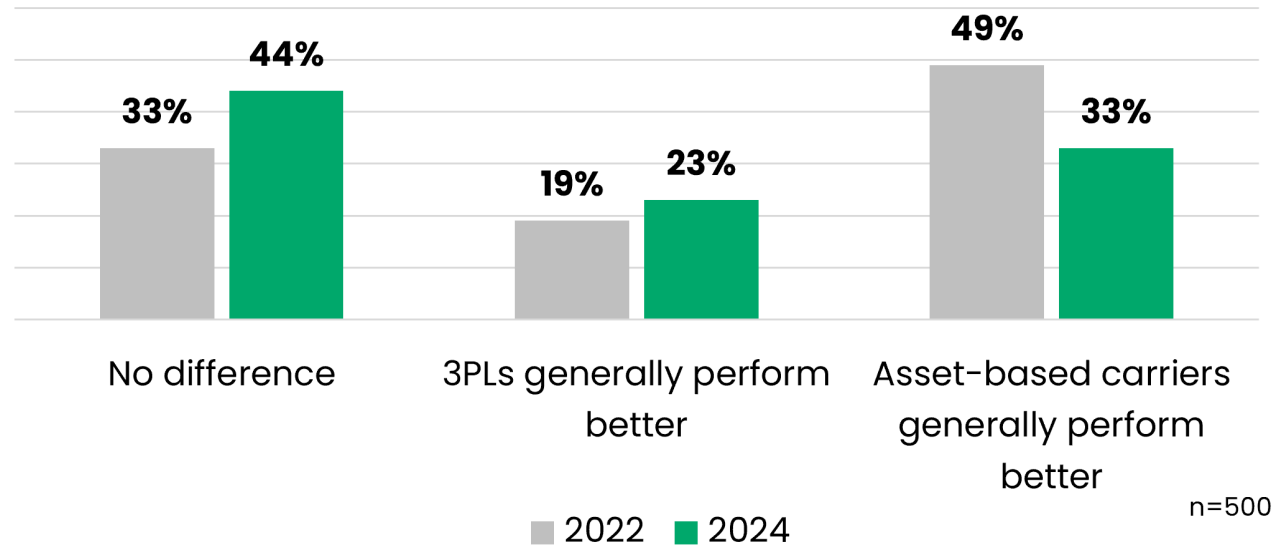
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Service Comparison: Asset Carriers vs. 3PLs

67% of shippers either think there is no difference between the two or prefer 3PLs.

Q: Do you believe there is a difference between non-asset carriers (3PLs) & asset-based carriers when it comes to overall KPI performance?

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Bringing It All Together:

Recapping the Top Trends in Logistics KPIs



10 Logistics KPI Trends for 2025

1. Love them or hate them, KPIs are essential.

89% of shippers and 90% of carriers agree that KPIs are an essential part of sound supply chain management, up from 83% and 85% in 2022, respectively.

2. Shippers are more data-driven than ever.

86% of shippers reference their logistics KPIs at least weekly (up from 79% in 2022), with 45% of shippers referencing them daily (up from 32%).

3. Carriers are more data-driven than ever, too.

80% of carriers reference their KPIs at least weekly (up from 59% in 2022), with 46% of carriers referencing them daily (up from 16%). Furthermore, 84% of carriers agree that scorecards are a useful tool to improve performance, up from 68% in 2022.

4. Though both sides are more KPI-savvy, it still isn't easy.

76% of shippers and 80% of carriers agree that turning KPI data into actionable insights is challenging and time consuming.

5. Everyone wants a standard (even more than before).

87% of shippers and 90% of carriers agree that there should be a set KPI industry standard that everyone can agree on, up from 78% and 74% in 2022, respectively.

Furthermore, there is a strong consensus for shared responsibility — 89% of shippers and 90% of carriers think both shippers and carriers should be held accountable for hitting those KPI standards.

6. Though slightly more lenient, logistics performance benchmarks haven't changed much since 2022.

Industry performance standards for core transportation KPIs (on-time performance, payables, tender acceptance, etc.) are generally consistent with 2022, though underlying data trended to be a bit laxer.

7. Being a shipper-of-choice can actually get you better rates and more capacity.

95% of carriers said inefficient shipping practices impact the rates they give to shippers, and 99% of carriers take a shipper's KPI expectations into account before agreeing to move a shipment.

8. Performance is still king, but shippers are more cost-conscious.

When asked whether they prioritize cost or service in their supply chain strategy, most shippers (65%) said they focus on service; however, this was down from 77% in 2022.

9. Shippers think 3PLs are more reliable than ever.

When asked to compare 3PLs and asset-based carriers in terms of KPI performance, 44% of shippers said there is no difference (up from 33% in 2022), 33% said asset-based carriers perform better (down from 49%), and 23% said 3PLs perform better (up from 19%).

10. Despite a volatile, fragmented market, shippers and carriers are pretty aligned.

Looking across virtually every data point from this in-depth study, generally speaking, shippers and carriers were much more likely to agree than disagree.





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Smart solutions to move your freight

