

U.S. XPRESS, INC.

U.S. Xpress Hitches Up to InsideView and Finds the Road to Deal-driving Insights

U.S. Xpress is the second-largest privately-held truckload carrier in the country, with 6,250 trucks and \$1.6 billion in revenue. But with increasing competition, they shifted gears and set out to aggressively grow their customer base through increased efficiency and modern-day sales tactics.



RESULTS USING INSIDEVIEW

U.S. Xpress dramatically decreased the time needed to find quality prospects and engage with decision-makers. With real-time market intelligence alerts delivered right to their team, reps can quickly react to, and take advantage of, news that signals a potential opportunity, like expansions, mergers, or new business deals.

InsideView is a tremendous asset. Our sales reps can make a connection with the right lead, in a timely manner, and with background insight to make their outreach relevant.

-Todd Davis
Director of Sales & Marketing | U.S. Xpress

U.S. XPRESS'S SALES CHALLENGES

- Highly-competitive market required U.S. Xpress to differentiate and accelerate their outbound sales approach in order to grab buyer attention.
- Tied to a legacy solution that was limited in depth of information and actually hurt lead gen effectiveness.
- Consumed too much valuable time and took too many touches to identify and connect with the right decision-makers.

U.S. XPRESS SAYS 10-4 TO BETTER LEAD TARGETING

During the economic downturn a few years ago, many companies looked to cut costs, starting with suppliers. The transportation market became even more competitive as contracts increasingly went to the lowest bidder. U.S. Xpress set out to counter that impact and rebuild their customer network while focusing on efficiency and profitability.

U.S. Xpress started at the beginning of the lead-to-revenue cycle, wanting to build better and higher-quality lead lists and pinpoint the right decision-makers at prospects. They had a legacy tool in place, but it didn't scale across their team and wasn't providing enough information to be truly transformative. It was then that U.S. Xpress's CRM implementation partner, Hitachi Solutions America, suggested that they evaluate InsideView.

"InsideView has consistently provided Hitachi Solutions America and our clients with powerful data to inform sales and marketing initiatives. We were confident that InsideView would be a valuable asset to U.S. Xpress," commented Mike Rogers, VP of Alliances at Hitachi Solutions America.

On that recommendation, U.S. Xpress rolled out InsideView across their entire organization, not only providing valuable and timely market intelligence, but ensuring that all teams were aligned based on the same insights.

Putting the Pedal to the Metal with Relevant Insights

U.S. Xpress quickly saw the value provided by InsideView's vast market intelligence insights on their target companies. Sales reps jumped on these insights and soon were setting up news alerts, social buzz, and watchlists to understand an opportunity's business, marketing, and needs -- all before their first touch.

"We find success when we sit down and develop a strong relationship with the prospect. With InsideView's market intelligence we understand their business, their needs, and how we can be a solution for them. That's really what helps differentiate us from our competitors," says Todd Davis, Director of Sales and Marketing at U.S. Xpress.

U.S. Xpress knew that certain business events clearly signaled the need for more transportation services. By monitoring for mergers, acquisition, openings of new facilities, expanding operations, and other triggers, they went into customer engagements better than their competitors. In a highly-commoditized industry, that extra level of speed-plus-intelligence helps U.S. Xpress stay in the driver's seat.

InsideView Fuels U.S. Xpress's Sales Engine

U.S. Xpress is saving hours on every deal through their fast, InsideView-fueled, access to insights and increased productivity. It's a fuel that their sales team has frequently pointed to as a key factor in opening doors and moving deals along. "You never get a second chance to make a first impression. InsideView is a

tremendous asset. Our sales reps can make a connection with the right lead, in a timely manner, and with background insight to make their outreach relevant," says Davis.

Davis recounted a story in which a U.S. Xpress's Area Sales VP and one of their Regional Sales Reps were in the parking lot of a prospect's office, preparing to make a cold in-person call. Before then, they knew nothing about the prospect. But they used InsideView to quickly identify the right person to ask for when they walked in and the insights to tell them exactly why they needed U.S. Xpress's help.

How'd it go? After the meeting, the VP of Sales called Davis and said, "Hey, this InsideView tool is really good! We knew exactly who to ask for and had a great call."

CUSTOMER SINCE 2014

= 250 employees

8,000 EMPLOYEES



Founded in
1986

Loyal InsideView customer since:
2014

5TH LARGEST
asset-based
truckload carrier
in North America



MORE THAN 1,500 CUSTOMERS, including Amazon, Walmart, FedEx, P&G, Target, and The Home Depot