Growth Action Plan

FreightLoop Logistics | Web Apps

Lead: Derrick Owens | Primary Goal: Build/improve web app

Industry: Logistics Brokerage
Team Size: 48 employees

Traffic/Users: 120 internal users; 2,300 shipments/month
Expected first measurable gains: 2-6 weeks

1) Executive Summary

- Likely bottleneck: No unified workflow for shipment status, exceptions, and owner accountability.
- Fastest path: Build thin-slice exception dashboard with role-based actions
- Expected impact: Reduce issue response time 25% (High confidence).
- Context: Operations rely on spreadsheets + emails for load tracking and exceptions; delays cause customer churn risk.

2) Opportunity Diagnosis

- Primary: No unified workflow for shipment status, exceptions, and owner accountability.
- Secondary: Manual reporting slows intervention on at-risk loads.
- Assumption: Assumes TMS data feeds can be ingested daily.

3) 30-60-90 Plan (Outcome-Based)

Window	Focus	Action	Impact	Confidence
0-30 days	MVP Scope	Build thin-slice exception dashboard with role-based actions	Reduce issue response time 25%	High confidence
31-60 days	Workflow	Add SLA alerts and carrier communication logging	Lower missed SLA incidents 15%	Medium confidence
61-90 days	Adoption	Roll out to all ops pods + usage coaching	Increase throughput per coordinator	Medium confidence

4) Top 5 Priority Actions

1. Define one critical workflow: exception detection to resolution.
2. Implement role-based queue with due-time prioritization.

Projected KPI Direction (30/60/90)

3. Add in-app activity timeline to remove email dependency.
4. Instrument cycle-time metrics before rollout.
5. Set weekly adoption review with pod leads.

30d   60d   90d

5) Offer Recommendation + KPI Scorecard

Recommended: Web Apps (Primary), AI Automation (Secondary). Track weekly: Cycle time, exceptions resolved/day, user adoption.

6) Risks & Mitigation

- Risk: Scope creep. Mitigation: lock MVP to one workflow.
- Risk: Low usage. Mitigation: integrate into daily standups.
- Risk: Data mismatch. Mitigation: reconciliation checks per ingest.

7) Immediate Next Step

Run a 60-minute workflow mapping session and lock the first release scope to one exception-management flow.

"If useful, I can turn this into a hands-on execution sprint with milestones, owners, and delivery dates."

Book a strategy call: https://nexgen.studio/#contact
Site: https://nexgen.studio