

# Are You Getting Maximum Value from Your Supply Chain Visibility Platform?

We want you to take advantage of everything FourKites has to offer. If you are a FourKites customer, your Customer Success Manager should be your go-to resource for learning how to more effectively use the platform. This handy resource will help you make sure you're covering all your bases.

## 1) Get Connected: Keys to collecting more accurate data from more loads

- Are all of your carriers equipped and willing to send tracking information?
- Have you added visibility as a contract requirement for your carriers?
- For FourKites customers, have you leveraged the new Facility Amenities features on the CarrierLink app to increase compliance among drivers?
- Do you have custom geofences outlined for each location?
- Have you set a notification to alert your carriers when a load is not been assigned tracking info prior to pickup time?
- Have you set a notification to alert your carriers when a driver has not opted in for tracking prior to pickup time?

## 2) Get Insights: Tips for more effectively using tracking and analytics

- Have you set (and reviewed) compliance and consistency goals for each of your carriers?
- Are you examining your reschedules?\*
- Are you sharing tracking with customers using encrypted URLs?
- Have you set "Arrived at Consignee" notifications to alert customers as soon as a load arrives at their location?
- Are you using the Mobile Executive Dashboard to see Loads at Risk, the ETA Module and the Loads Snapshot?
- Have you created a list of saved search filters to more easily access the data you want?
- Are you using the Report Subscriptions feature to have Insights dashboards emailed to you?\*

## 3) Get Optimized: Strategic and proactive steps to maximize performance

- Do you consult the FourKites Premier Carrier List when selecting carriers?
- Have you set notifications to tell you when a truck idle time exceeds set dwell time thresholds?
- Are you planning routes based on lane-level analytics?\*
- Have you incorporated FourKites tracking into your procurement processes?
- Have you set notifications to alert your facility when a truck is two hours away?
- Have you used the Tracking Consistency Heat Map to find blind spots in your supply chain?

\*Insights and Benchmarking Required

Contact your Customer Success Manager for more tips or email us at [hello@fourkites.com](mailto:hello@fourkites.com).