Looking to measure length of haul tender rejection rates?

Use the Length of Haul Tender Rejection Indices

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Tender Rejection Indices

SONAR's Tender Reject Indices (TRI) are measurements of carriers' willingness to accept the loads that are tendered to them by shippers under contract terms, **expressed as a percentage of loads rejected to total loads tendered**. For example, a carrier rejecting 2 of the 4 loads tendered would have a 50% TRI.

TRI helps users:
- Identify tender rejection rate trends, or changes in an individual market based on the distance a load delivers from the shipper
- Understand if lane tender rejection rates are increasing, or decreasing in an individual market over time for a certain range of miles on delivery
- Compare indices within a market, or to other indices of an outside market

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The Length of Haul Tender Rejection Indices (TRI)

Length of haul tender rejection rates allow you to see load rejections by total distance traveled on the load. The mileage ranges are listed below:

COTRI—City (local) Loads that have a < 100 mile length of haul
SOTRI—Short haul Loads that have a 101-250 mile length of haul
MOTRI—Mid length of haul. Loads that have a 251-450 mile length of haul
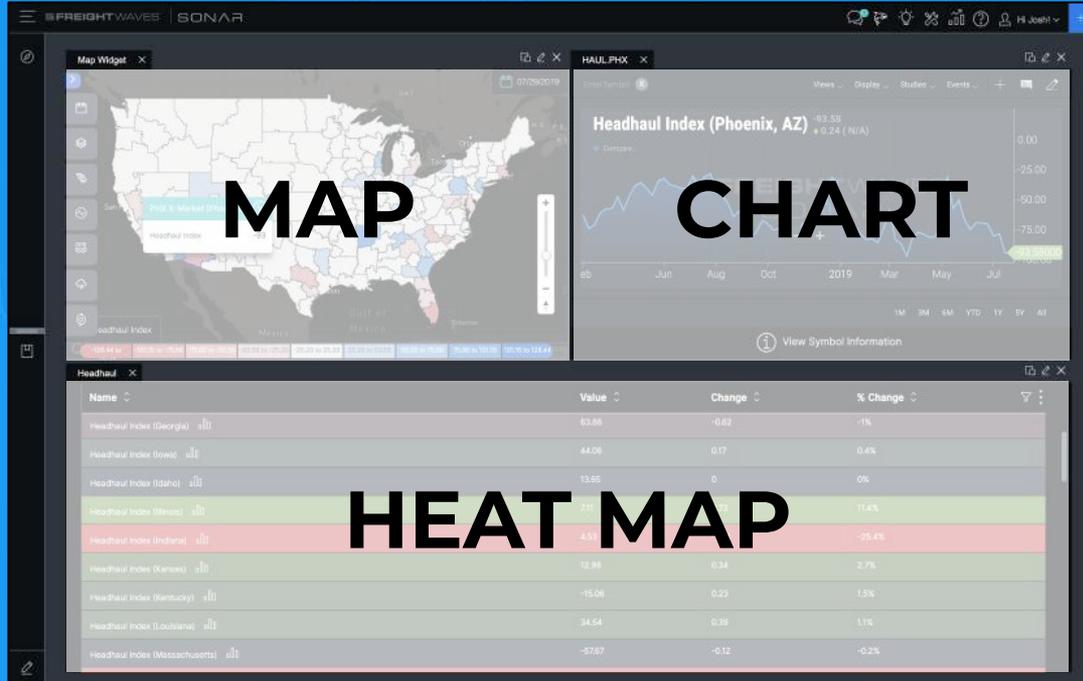**TOTRI**—Tweener length of haul. Loads that are 451-800 mile length of haul
LOTRI—Longhaul length of haul. Loads that are 801+ mile length of haul
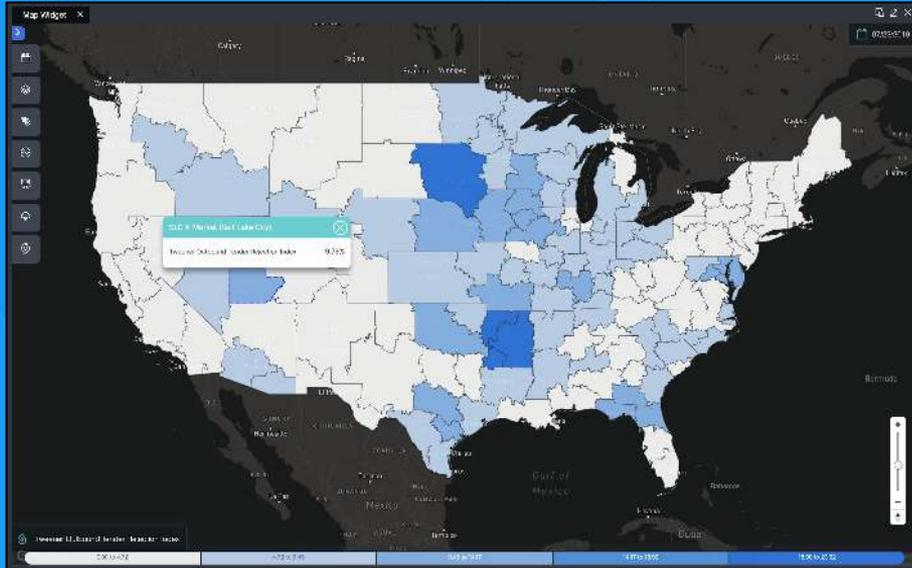
Tender Rejection Rates correlate to the **rising or falling of rates in the spot market relative to the contracted rates in that market** and can be broken down by reefer (ROTRI), or dry van assets (VOTRI), or viewed with all trailer types (OTRI)

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SAME DATA, DIFFERENT VIEW

In the following slides, we'll demonstrate three **different ways** to visualize the **same data** within SONAR:

MAP

CHART

HEAT MAP

HERE'S WHAT YOU'RE LOOKING AT: MAP VIEW

Qualitative data can quickly be turned into quantitative data by clicking on or hovering over the market you're interested in.

Markets with the lowest tweener load tender rejection rates are shaded **white**

As tweener load tender rejection rates increase, the markets are shaded from **light blue** to **dark blue**

The Tweener Tender Reject Index (TTRI) helps quickly identify markets that have elevated tender rejection rates for loads that deliver 451 miles to 800 miles from the shipper on a map, which correlates with higher spot market rates.
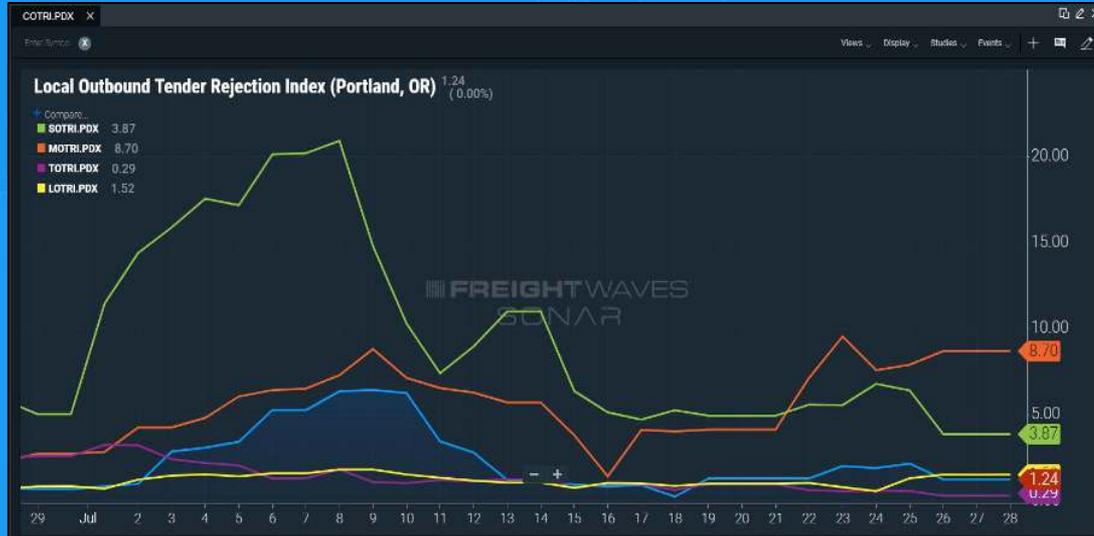
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HERE'S HOW YOU COULD USE IT

Turn to SONAR first thing in the morning to make note of which markets have elevated tender rejection rates. This unique view of the market will:

- Indicate where spot market rates are elevated by lane length so you can increase your bids

- Indicate where carriers will want to send their trucks so you can book favorable destinations

Use in conjunction with other map types including outbound tender volumes, and the headhaul index to gain the most market context.

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HERE'S WHAT YOU'RE LOOKING AT: CHART VIEW

SONAR USE CASE

Identify lengths of haul that have increasing and decreasing rejection rates

View historical rejection data for specific length of haul by market

Compare different types of length of haul indices in a specific market

SONAR Chart of Local loads (COTRI), Short-haul loads (SOTRI), Mid-haul Loads (MOTRI), Tweener Loads (TOTRI), and Long-haul Loads (LOTRI) for the Portland market.

HERE'S HOW YOU COULD USE IT

Use the chart to break down the outbound tender rejection rate by the different lengths of haul: This will allow a user to understand which lengths of hauls are preferred by carriers, which lengths of haul are rejected the most by carriers, and the trends associated with certain lengths of haul.

Elevated tender rejection rates will indicate which lengths of haul you may need to increase your bids on to prevent losses: Lengths of haul that have a tender rejection rate trend in decline might need a downward adjustment on the bid for the loads to be awarded.

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HERE'S WHAT YOU'RE LOOKING AT: HEAT MAP

SONAR USE CASE

MTRI Heatmap ✕				
Name ⬍	**Value** ⬍	**Change** ⬍	**% Change** ⬍	
Midhaul Tender Reject Index (Allentown, PA)	6.09	-0.06	-1%	
Midhaul Tender Reject Index (Albany, NY)	5.28	-0.49	-8.5%	
Midhaul Tender Reject Index (Atlanta, GA)	9.58	0.43	4.7%	
Midhaul Tender Reject Index (Augusta, ME)	17.31	-1.37	-7.4%	
Midhaul Tender Reject Index (Austin, TX)	9.49	-1.62	-14.6%	
Midhaul Tender Reject Index (Hartford, CT)	3.43	0.05	1.5%	
Midhaul Tender Reject Index (Birmingham, AL)	23.56	1.13	5%	
Midhaul Tender Reject Index (Bloomington, IL)	7.25	-0.96	-11.7%	
Midhaul Tender Reject Index (Nashville, TN)	5.49	0.77	16.3%	
Midhaul Tender Reject Index (Bristol, NH)	19.59	-1.1	-5.3%	
Midhaul Tender Reject Index (Boston, MA)	7.84	-1.42	-15.3%	

SONAR Heatmap of the Midhaul Tender Rejection Index sorted by the markets with the highest mid-haul tender rejection rate.

This view allows users to see all markets, or markets specific to their operations model in multiple forms.

Markets in **green** have seen an increase, markets in **red** have seen a decrease in the tender rejection rate, and markets with little or no change are shaded in **purple**

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HERE'S HOW YOU COULD USE IT

You're looking to book loads in a specific mileage range (i.e. 251- 450 miles). You can use a Heat Map list to display all the U.S. markets by the **Mid-haul Tender Rejection Index (MOTRI**), and sort the heat map by:

- The actual tender rejection rate value
- Numerical change since the date of last daily data point
- The % change since the date of last daily data point

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