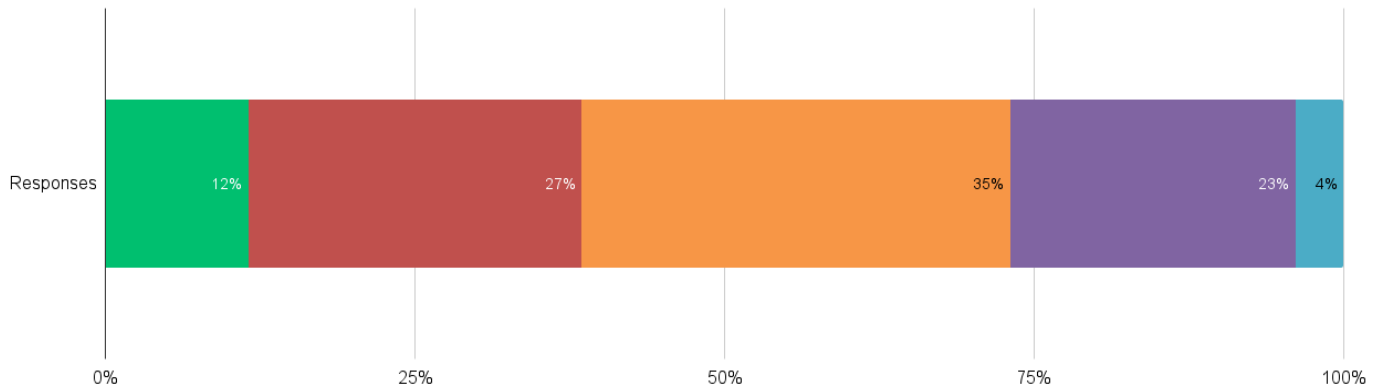


The Future of AI in Logistics

May 13, 2025

How familiar is your company with AI-powered freight management solutions?

- Very familiar – Actively using AI-driven solutions in logistics operations
 ■ Somewhat familiar – Currently exploring AI solutions but not yet using them
■ Limited awareness – Know about AI but haven't evaluated any solutions
 ■ Not familiar – Need more education on how AI applies to freight management
■ Skeptical – Aware of AI but believe it's overhyped or not necessary



RESPONDENT PROFILE

Respondent Profile (n=26)

Seniority Level		Industries	
Manager	42%	Food & Beverage	23%
Director	23%	Retail	23%
VP	27%	Consumer Goods	23%
SVP	0%	Distributor	8%
CxO	0%	Automotive	4%
Other	8%	Manufacturing - Other	19%
		Medical Equipment	0%
		Building Materials	0%
Geography		Company Size	
North America	88%	> \$1 Billion	65%
Europe	8%	\$501M - \$1B	4%
Asia	0%	\$100M-\$500M	27%
Latin America	4%	< \$100M	4%
Middle East	0%		
Other	0%		

SURVEY INTRODUCTION

Artificial Intelligence (AI) technology continues to advance at a rapid pace. Logistics is one area where AI promises to deliver a lot of benefits. Which AI-powered freight management solutions is your company using today, or would consider using in the future? What benefits have you achieved (or would you expect to achieve) by using AI in your logistics operations? What factors would accelerate your company's adoption of AI in logistics?

To read all comments, [please visit survey results dashboard](#).

SUMMARY OF RESULTS

Only 12% of the respondents said that their companies are “Very familiar” with AI-powered freight management solutions and are actively using them in their logistics operations; 27% said they are either “Not familiar” (23%) or “Skeptical” (4%) of these solutions.

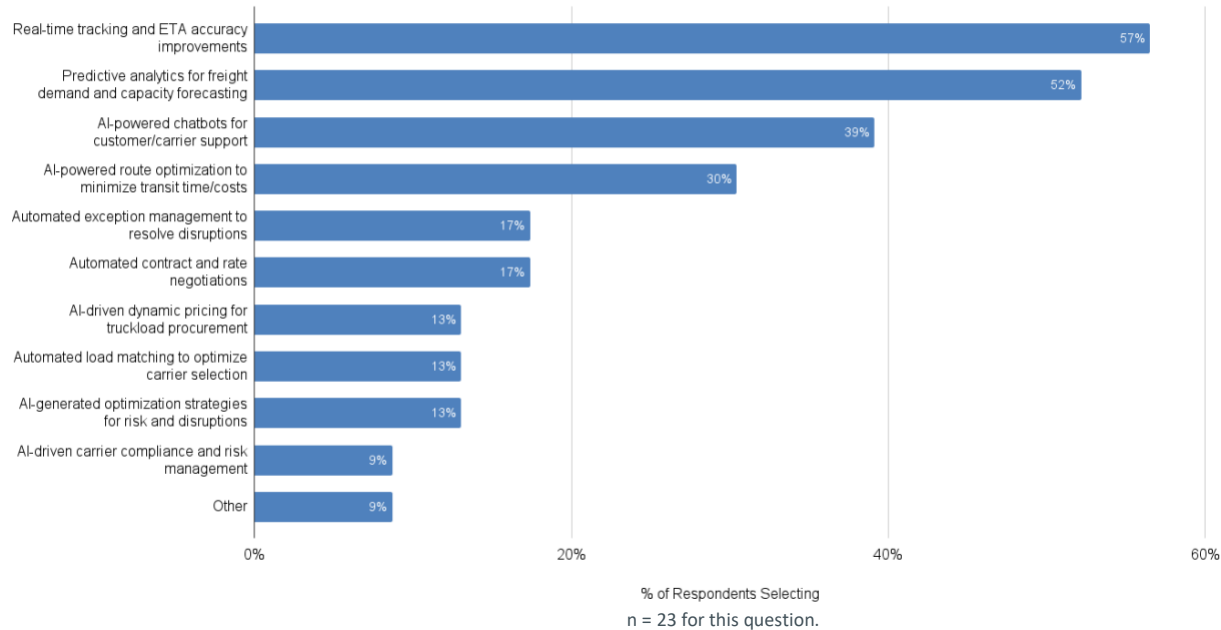
“Real-time tracking and ETA accuracy improvements” topped the list of AI-powered freight management capabilities respondents would consider using in the future, with 57% of them selecting it. This was followed by “Predictive analytics for freight demand and capacity forecasting” (52%) and “AI-powered chatbots for customer and/or carrier support” (39%).

61% of the respondents selected “To automate manual or repetitive tasks” as the main driver for using AI in their logistics operations. It was followed by “To improve operational efficiency” (57%) and “To reduce logistics costs” (52%).

73% of the respondents said that “Demonstrable ROI and cost savings” would accelerate their company’s adoption of AI in logistics; “Easier integration with existing tools and workflows” ranked second, with 54% of the respondents selecting it.

A plurality of the respondents (35%) believes that “AI will provide better insights and complement human decision-making but not replace it” over the next 5 years. Topping the list of AI advancements that excite respondents the most was “AI-driven supply chain control towers for real-time orchestration,” selected by 42% of them.

Which of the following AI-powered freight management capabilities is your company considering using (or would be interested using) in the future?
Select all that apply.



NOTE

For the respondents that are currently using AI-powered solutions, the two capabilities that topped the list were "Predictive analytics for freight demand and capacity forecasting" and "Automated exception management to resolve disruptions."

"OTHER" RESPONSES

None of these.

None at this time.

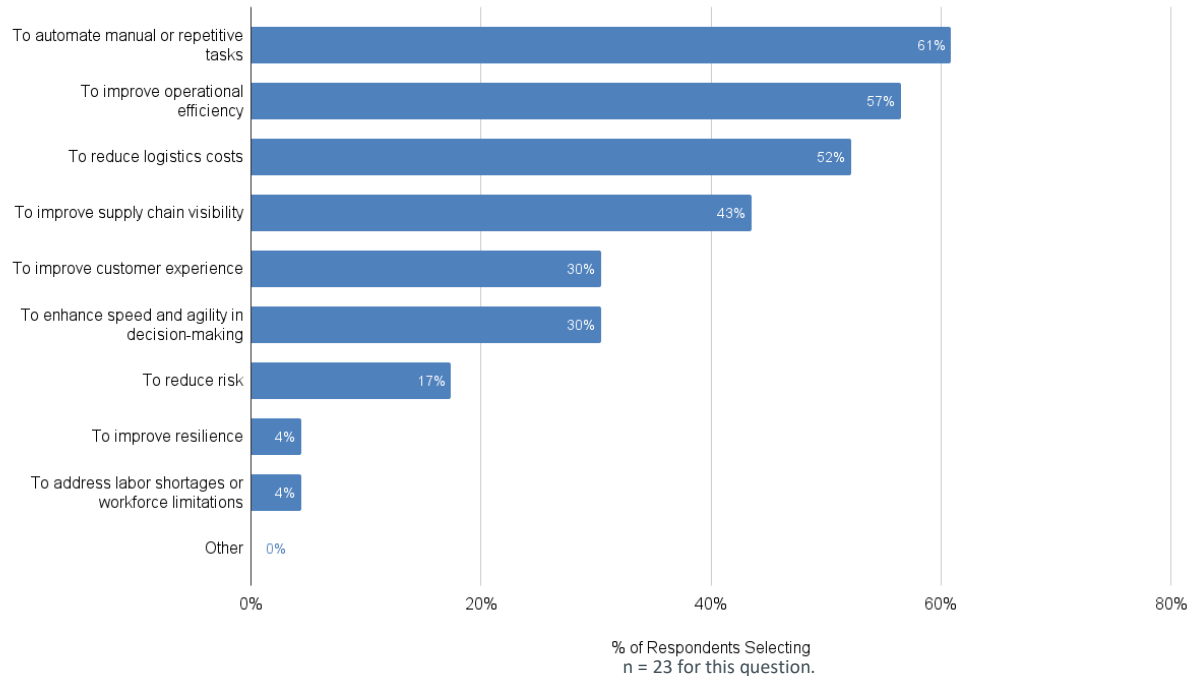
WHAT AREAS OF FREIGHT AND TRANSPORTATION MANAGEMENT WOULD YOU LIKE TO SEE AI IMPROVE THE MOST?

"I have zero experience with AI in logistics and my current perspective is not very well-informed. AI applied when shipments are running late or early to manage the decision of what to do (e.g., reschedule after reviewing inventory levels and warehouse capacities vs. alerting a human to intervene) would be a great benefit."

"Over the past 18 months we have implemented an Integrated Fulfillment Command Center with solutions supporting Customer Service, Transportation, Network Logistics, Deployment, and Distribution Planning. The custom-built solutions were developed for specific use cases that provided financial value, reduced speed to decisions through rapid insight generation, and elimination and reduction of manual tasks. The speed at which we were able to build and then see results was only months which is a much different experience than I have seen with standard system implementations."

"AI can't replace people, but if used properly can supercharge their effectiveness."

What would be the main drivers for using AI in your logistics operations? Select 3 responses.



NOTE

For the respondents that are currently using AI-powered solutions, the benefits achieved that topped the list were “Automated manual or repetitive tasks” and “Improved customer experience.”

WHAT AREAS OF FREIGHT AND TRANSPORTATION MANAGEMENT WOULD YOU LIKE TO SEE AI IMPROVE THE MOST?

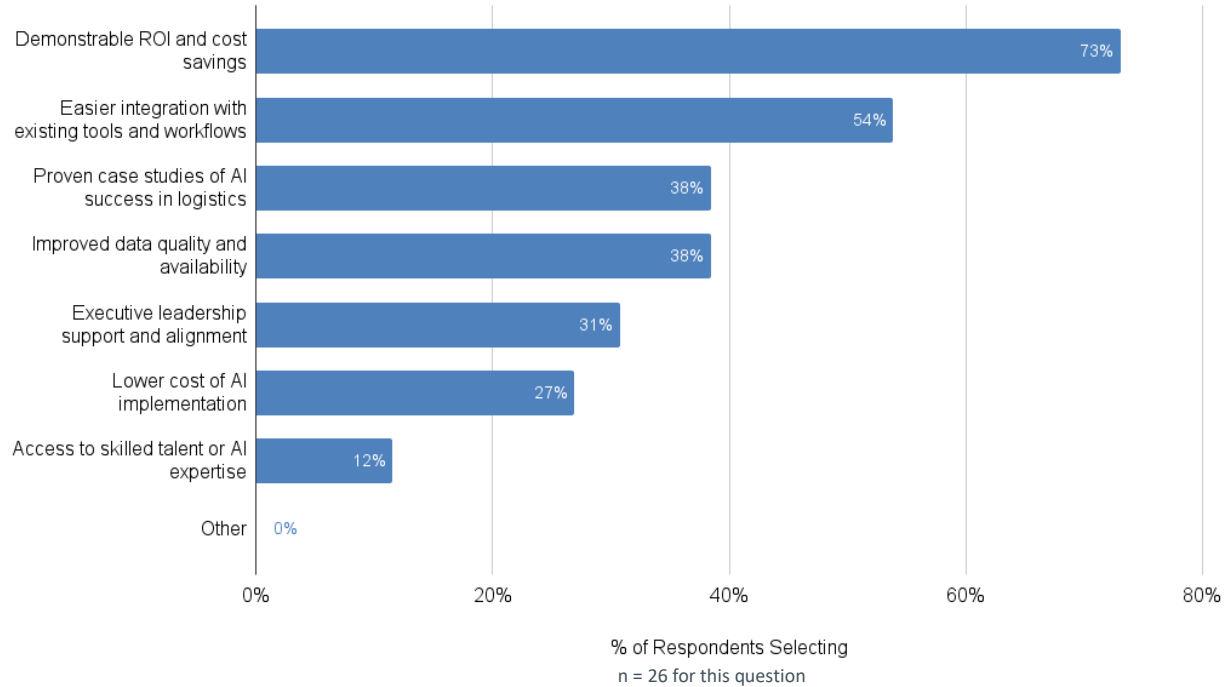
“From my perspective, the greatest opportunity for AI lies in predictive freight optimization – that is, leveraging real-time data and historical trends to forecast transportation demand, proactively manage capacity, and dynamically adjust routing based on cost, service level, and disruptions. AI can also play a significant role in automating carrier selection and rate negotiation, which remains heavily manual and time-consuming. I’d also like to see AI continue evolving in last-mile logistics, where balancing cost-efficiency with customer experience is an ongoing challenge. Dynamic delivery windows, smart route clustering, and AI-powered exception management could drastically reduce delays and increase customer satisfaction.”

“AI can’t replace people, but if used properly can supercharge their effectiveness.”

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What would accelerate your company's adoption of AI in logistics? Select all that apply.



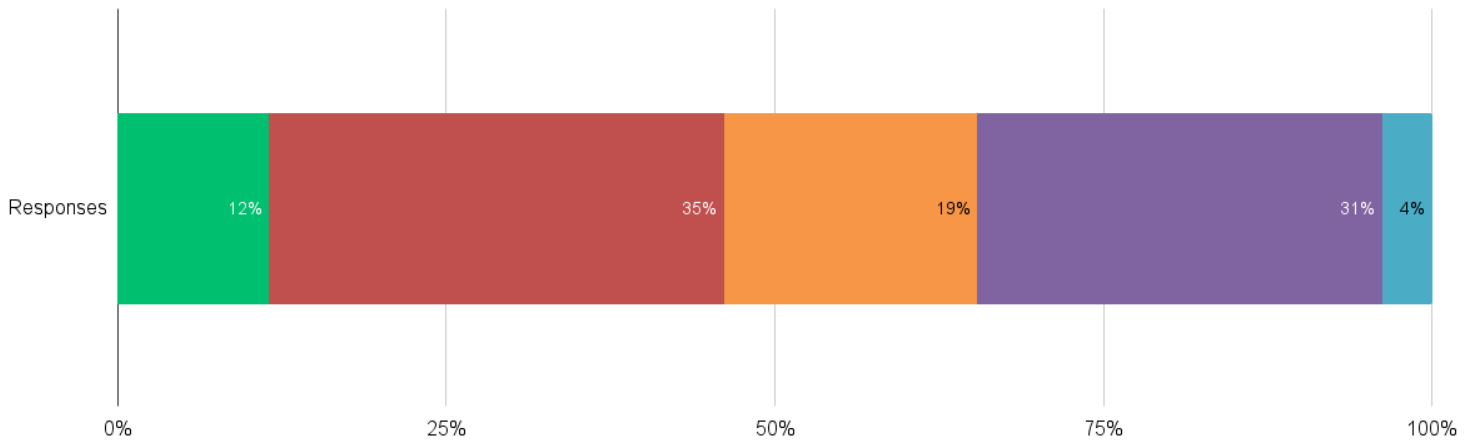
WHAT AREAS OF FREIGHT AND TRANSPORTATION MANAGEMENT WOULD YOU LIKE TO SEE AI IMPROVE THE MOST?

"I would say analysis and workflow automation are the most likely benefits. AI cannot take on everything out of the box, but as an enhancement tool to our existing solutions and our team's know-how it is definitely a workforce multiplier."

"I consider AI a tool to assist my team, not replace it."

Over the next 5 years, how do you see AI transforming your logistics operations?

- AI will fully automate certain logistics decisions and workflows
- AI will provide better insights and complement human decision-making but not replace it
- AI will improve efficiency but require significant process and system changes
- AI adoption will be slow due to cost, complexity, or lack of internal readiness
- AI will have minimal impact on our logistics operations

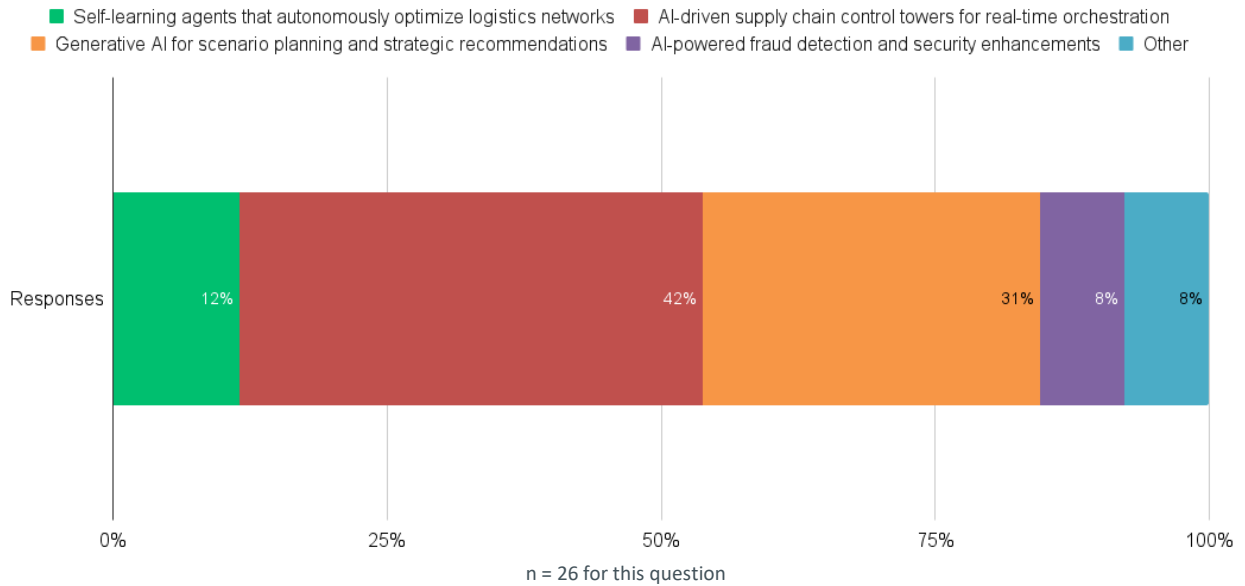


n = 26 for this question

WHAT AREAS OF FREIGHT AND TRANSPORTATION MANAGEMENT WOULD YOU LIKE TO SEE AI IMPROVE THE MOST?

“We would like to see enhanced search optimization within the software platform. Ask the system any question (even ambiguous) and have it return very targeted results, if not the exact answer.”

Which of the following AI advancement excites you the most for the future of logistics?



WHAT AREAS OF FREIGHT AND TRANSPORTATION MANAGEMENT WOULD YOU LIKE TO SEE AI IMPROVE THE MOST?

“We are looking forward to how our Managed Transportation Services provider incorporates AI into their processes, thereby allowing us to benefit from the potential improvements.”

“I currently have no experience to draw from to effectively answer this question. This would all be future investments for our company.”