

Differentiate to De-Commoditize

Succeeding in the Next Decade

Justin Bailie, Rose Rocket





About Rose Rocket

Visibility & Collaboration Focus

Founded in 2015 to solve visibility and collaboration challenges within the transportation industry.

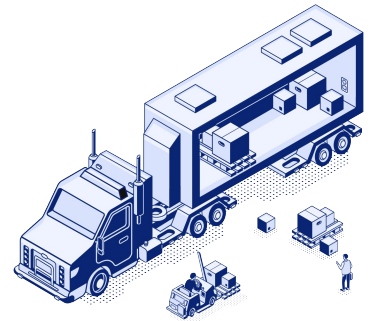
Transportation & Technology Expertise

Ex-Owners and GMs of trucking companies work with product and engineering talent from Microsoft and IBM to built the next generation trucking solutions.

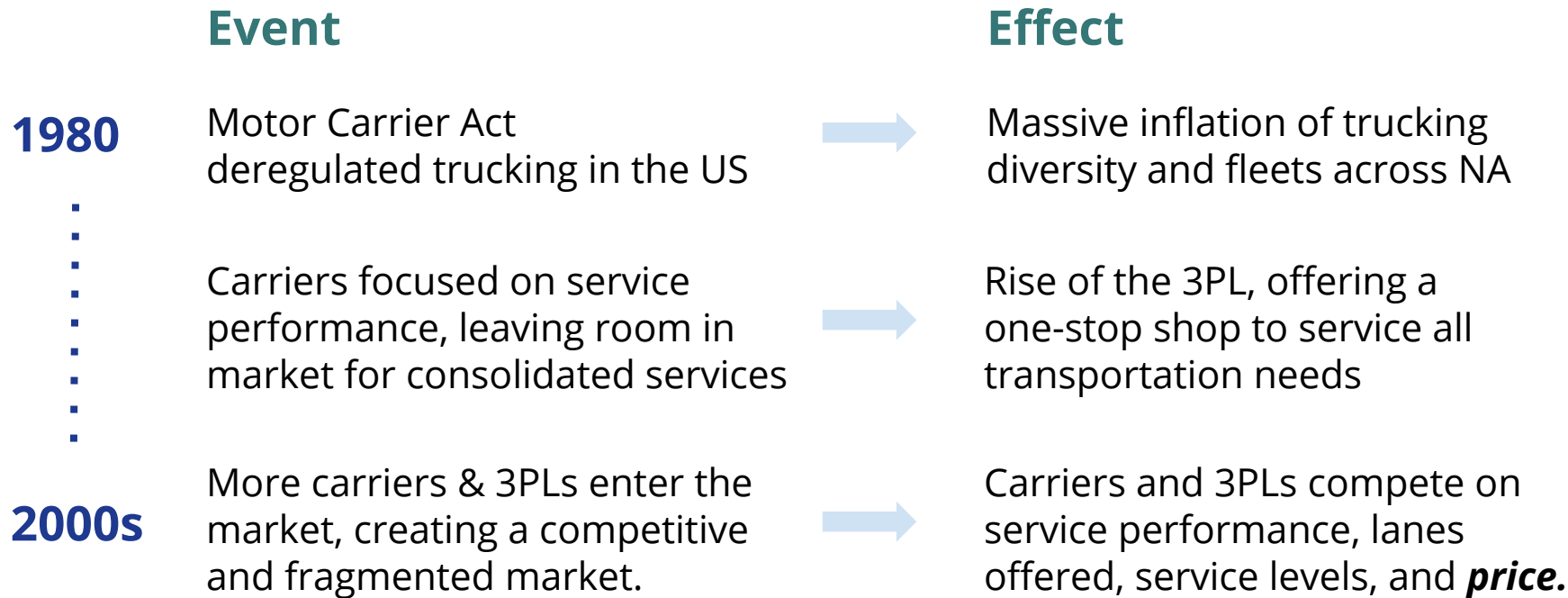
Trusted by:



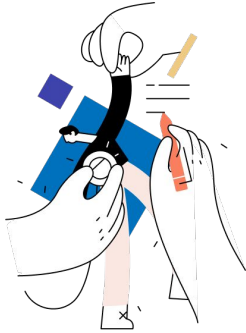
Pricing aside, what makes you
better than your competitors?
That's your true differentiation.



Trucking has been commoditized.



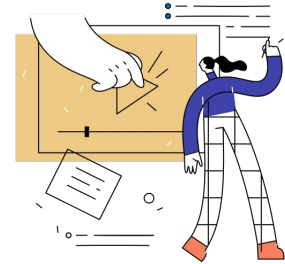
How to differentiate?



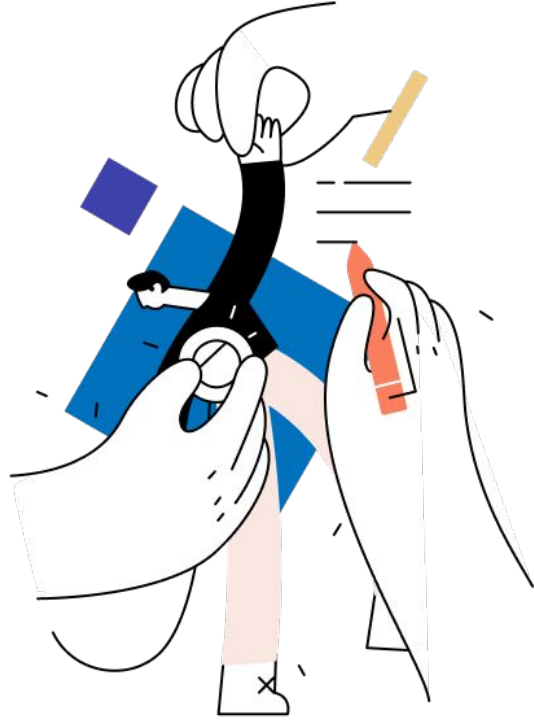
**Become
Specialized and
Branded**



**Think like a
“Software
Company”**



**Offer
Omni-Channel
Communications**



**Become
Specialized & Branded**

Become Specialized & Branded

Find a Gap in the Current Market

Look at your current customers, which ones do you serve the best?

Is that market large enough to sustain your business?

Be Deliberate In What you Offer

What makes you and your team the best people to offer this niched service?

What partners do you need to service this gap?

Begin/Continue to Establish a Brand

What makes you and your team unique?

What can customers expect from your working relationship?



**Think like a
“Software Company”**

Lean Methodology

Learn, Build, Measure, FAST

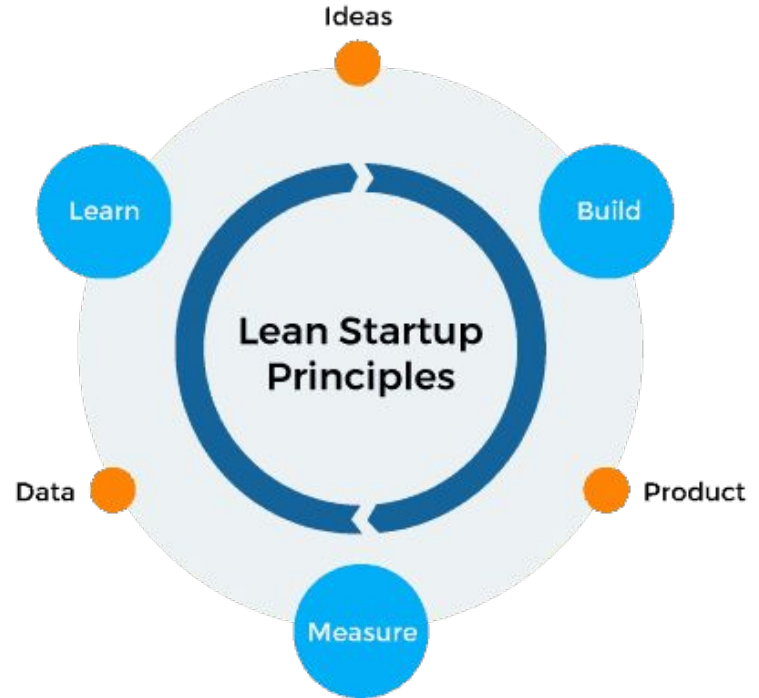
Adopted from Startups as a way to build good things, fast.

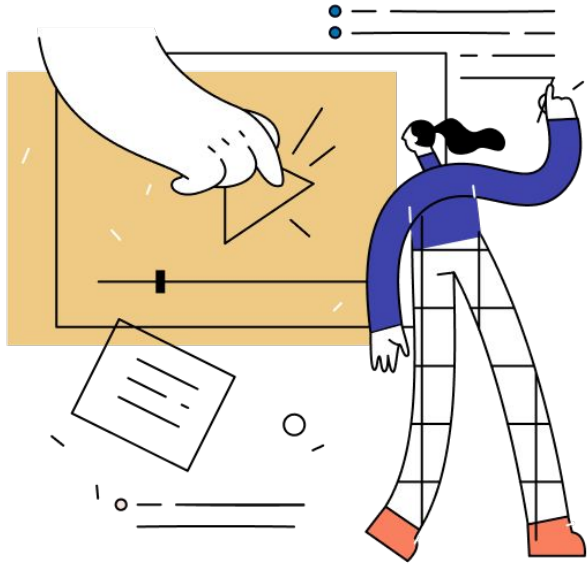
Flexible Framework

Applicable to any ideas you may want to explore. Starting small and using success to find buy in.

Data-Driven Decisions

Data drives more decisions, but also serves to convince stakeholders for those working in larger organizations





Offer Omni-Channel Communications

Communicate how your customers want to

1



Audit your Communications

How do customers input orders, ask for updates, get invoiced?

Is it efficient for my customers and my team?

Instant Messaging and Chat

How does the next generation of customers want to communicate?

Emails are slow and inefficient, and phone calls conversations are undocumented

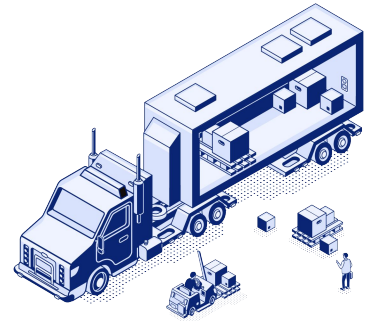
Access to a Single Source of Truth

Does your communications have a clear record for your customers?

How do you help customers to self serve?

Initiating Change Management

Turning a mountain into molehills



How do you get started?



Turn your Customer Calls into Market Research

Pay attention to why customers go with you and your team time and time again. Figure out how to replicate it.

Adopting a “Taskforce” Program

Hard to implement change if it's no one's job. Allow employees to allocate 5% of their work week to something that's not a part of their day-to-day job.

Enabling Cross-Departmental Sharing

In transportation, there are many silos of information. Break that down starting with sharing more across departments.

How to differentiate?



Become Specialized and Branded

Find out what your company is, and is not good at.

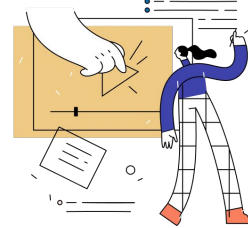
Build a brand around that to establish a place in the market.



Think like a "Software Company"

Leverage an operational framework that allows you to move faster.

Lean Methodology =
Build, measure, learn,
Faster.



Offer Omni-Channel Communications

Offer technology to enhance your offerings, starting with how you communicate.

Use tools to enhance your customer experience.



Thank you!

Let's Connect!

 justin.b@roserocket.com

 Justin Bailie

