Case Study: How Linkt Rapidly Scaled Brokerage Operations with G2Mint

Customer Overview

Company:	Linkt
Industry:	Freight Brokerage
Annual Shipment Volume:	20,000+ shipments
Services Offered:	LTL, FTL, Intermodal, Refrigerated and Expedite
Headquarters:	New York, New York

Bottomline Customer Results (Within 90 Days!)

Metric	Improvement
Load Booking Time	↓ 35% Faster
Invoice Accuracy	↑ 97%+ Clean Invoicing
Manual Entry / Touchpoints	↓ 50%+ Reduction
Carrier Response Time	↓ 25% Faster
Billing Cycle Time	↓ 60% Faster

The Challenges

As a fast-growing transportation broker, Linkt faced several key challenges:
- Heavy manual entry with little automation
- Outdated TMS tools that couldn't scale with demand
- Manual rate shopping and tendering delays
- Ability to consolidate shipments into loads
- Limited customer visibility and tracking
- Inefficient billing processes and invoicing errors

Legacy systems created operational drag, limited agility, and made it harder to meet growing customer expectations.

The Solution: Miles Command
AI-powered Engine that rates all modes, syncs all data and integrates all third party plugins PLUS a fully integrated TMS for automation and visibility from order through settlement.

Prioritized Plugin Integrations Include:

Denim (invoice/job/PO/document API mapping), Highway (carrier vetting and MC sync), Loadsure, Trucker Tools.

Key Features Delivered by G2Mint:

• Mode-Agnostic Rating: Dynamically selects the optimal mode and carrier for every shipment — enabling Linkt to deliver better service and more competitive rates.

• Automated Billing Workflows: Auto-generation of client invoices and auto-approval of carrier payables streamline financial operations and reduce errors.

• Real-Time Tracking and Visibility: Through integrated portals and carrier API connections, providing customers and operations teams with live shipment updates.

• Modular, API-Driven Integrations: Robust, secure connections to carriers and partner plugins enable flexible, scalable growth.

• Training & Knowledge Enablement: Access to comprehensive user guides and support materials empower Linkt's team to become self-sufficient users of the TMS.

Impact Statement

• Dynamically optimized mode and carrier selection, ensuring better cost and service outcomes for clients.

• Automated billing processes that eliminate manual bottlenecks and reduce payment cycle times.

• Integrated numerous carriers and plugins to enhance operational visibility and streamline workflows.

• Empowered their internal team with knowledge resources and self-sufficient TMS use.

Client Testimonial

"G2Mint has been a force multiplier for our operations since day 1. Servicing industries like grocery and retail means that we not only have to meet customer needs, but also predict issues before they arise. G2Mint has given us the tools to do exactly that, and has allowed our team to focus less on manual, reactive tasks and better serve our customers as a result."
— Frazer Kinsley, Founder of Linkt

Let's Talk

Ready to modernize your brokerage with a scalable, intelligent solution to manage your TRIP?
Request a Demo
Email us at sales@g2mint.com