

How Camel Logistics grew its book and avoided five ops hires

A Charleston broker running more than 90% spot on a cradle-to-grave model. With Parade, every broker books their own freight, and the team scaled past 1,000 loads a month while staying lean, leveraging AI.

THE CHALLENGE: GROWTH WAS RINGING THE PHONES OFF THE HOOK

Camel runs a cradle-to-grave model. Every broker owns their book end to end. They win the customer, post the freight, and book the carrier themselves. As the book grew, that ownership got expensive. Posting loads to the boards meant phones that never stopped. More than 150 carrier calls a day, eight hours straight, just to book trucks. Nobody had time to sell. The industry default was to throw bodies at it and hire ops. Camel was about to do exactly that.

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Before Parade, the model was just throw bodies at it. Now we are able to be super lean. We have rethought the whole structure of Camel Logistics, and the people we bring on are here for strategic relationships, not just booking trucks.

Shane Scully · Camel Logistics Group

WHAT CHANGED WITH PARADE

Every broker now works directly in Parade and still owns every carrier decision, cradle to grave. Parade's AI Email Agent, called CoDriver, fields the inbound carrier conversations from the load boards. It reads each email, matches it to the right load, vets the carrier, and negotiates the rate, then hands the broker a clean set of options to make the final call. Email lets reps batch the work asynchronously, protect hours of time, and get back to selling. The operation now scales on stronger broker relationships expanding a deeper book, not just operational headcount. With these productivity gains, Camel did not have to hire the five additional ops reps that growing the business would normally have required.

CODRIVER EMAIL CONVERSATION FUNNEL

Carrier emails fielded by CoDriver 58,958

Carrier emails that pass qualification 92%

45% Carrier emails that reach price action

4% Carrier emails that result in a booking

5

ops hires avoided while scaling

1k+

loads moved per month

~328

carrier emails handled per day

90%+

of carrier emails handled with no rep touch

40%+

digital freight booking automation, top decile

29 hrs

rep time returned to selling each week



Camel Logistics Group

Charleston, South Carolina

WHO THEY ARE

Full-service 3PL serving all 48 states and Canada. More than 90% spot.

OPERATING MODEL

Cradle to grave. Every broker owns their book and books their own freight in Parade.

FREIGHT THEY MOVE

Expedited

Multi-modal

TECH STACK

- TAI TMS
- Parade Platform
- Highway Connect

THE PAYOFF

Scaled past 1,000 loads a month with just two ops staff, who handle updates, not booking.