SAGE FREIGHT



Sage Freight moves the goods that stock your shelves, with every call built into the software its team runs on

Every shipment Sage Freight moves starts with a phone call. With Spoke, those calls plug directly into the software Sage Freight built for its own people, from Franklin, Tennessee to Lahore, Pakistan.

INDUSTRY:	CHANNELS SUPPORTED:	SYSTEMS:	TELEPHONY PLATFORM:	TEAMS SUPPORTED:
Freight and logistics	Voice	Salesforce, carrier management system	Twilio	IT, sales, customer service, and customer success

THE RESULTS

The right information, at the right moment.

Custom insight cards surface carrier details and Salesforce records when calls come in, while intelligent routing connects callers to the appropriate team.

Communications built into business workflows.

APIs and webhooks give Sage Freight access to call events and data, laying the groundwork for real-time visibility across its operations.

More answered sales calls.

Automatically dialing from Sage-owned local numbers helps outbound reps reach more prospects, with return calls routed back to the sales team.

THE SITUATION

Moving the things people depend on, one conversation at a time

Sage Freight is a third-party logistics brokerage that helps businesses move everything from groceries and bottled water to electronics and appliances. With approximately 260 employees across Tennessee, Texas, and Pakistan, the company connects shippers with carriers to keep freight moving across the country.

Every shipment depends on communication. Customer representatives coordinate with shippers, carrier representatives negotiate with trucking companies, and operations teams keep deliveries on track.

But Sage Freight isn't a typical logistics company. Their technology team led by Senior Director of IT, Patrick Jones and Senior Software Architect, Jason Gray, builds its own software to help employees work smarter, move faster, and make better decisions.



> "What we attempt to do is empower our team members through technology, to help their job become easier and better, so they can be more efficient."

PATRICK JONES
SENIOR DIRECTOR OF IT, SAGE FREIGHT



Where every shipment starts

At Sage Freight, the phone isn't just a way to communicate. It's how business gets done.

Every day, teams connect shippers with carriers, negotiate rates, coordinate pickups, and keep freight moving across the country. Behind every shipment are countless conversations, and the speed and efficiency of those conversations directly impact the business.

Patrick and Jason saw an opportunity to make those interactions smarter.

With deep experience building technology for the logistics industry, they envisioned a phone system that worked as an extension of Sage Freight's own software. One that could recognize who's calling, automatically route conversations to the right people, and put relevant customer and carrier information at employees' fingertips.

They weren't looking for a better way to make calls. They wanted to turn every call into an opportunity to work faster, make better decisions, and deliver better service.

Before Spoke

Reliable calling, but limited access to call events and data

Limited flexibility to move calls between busy teams

Caller information lived across separate business systems

Communications integrations were difficult to customize

After Spoke

APIs and webhooks make call activity available to Sage Freight's own applications

Custom phone trees and overflow routing direct calls to the teams that can answer

Insight cards surface carrier information and Salesforce context within the calling experience

Sage Freight can build and adapt workflows as its applications and business needs change



"Our whole business revolves around phones. One of the mantras of our business is always transaction time. How do we make each transaction more efficient?"

JASON GRAY
SENIOR SOFTWARE ARCHITECT, SAGE FREIGHT



How it happened

Spoke gave Sage Freight the best of both worlds: a complete business communications platform built on Twilio, with the APIs and webhooks to make it their own.

Working closely with Spoke, Sage Freight migrated approximately 100 phone numbers and built call flows to support its teams. The transition was carefully planned, with training and technical guidance that helped the company migrate its operations from RingCentral into Spoke smoothly.

From there, Sage Freight began connecting communications to its business systems.

Today, incoming carrier calls can be identified and routed to the appropriate team, with carrier information displayed before the conversation begins. Sales representatives can see Salesforce information alongside their calls. And outbound sales calls automatically use Sage-owned local numbers, helping more prospects answer while keeping callbacks connected to the right team member.

As Sage Freight has changed CRM systems and introduced new workflows, Spoke has been the technology partner that could keep pace with their evolution.



"We consider Spoke an extension of our team. We had things we wanted to try, and Spoke had ideas of their own. There was a lot of collaboration around what we wanted to accomplish and what was possible"

JASON GRAY
SENIOR SOFTWARE ARCHITECT, SAGE FREIGHT



What comes next

Sage Freight's vision has always extended beyond phone calls. As the company develops its own transportation management software, it's preparing to bring live call activity directly into its freight-matching workflows.

Soon, representatives across offices will be able to see which carriers their colleagues are contacting, avoid duplicate outreach, and track offers as conversations happen.

For a company where every shipment involves dozens of decisions and conversations, that visibility has the potential to make a meaningful difference.



"It's almost like a switchboard. It all lights up, and we can see who's talking and the outcome. That is where having API access to your phone system really makes a difference in efficiency."

JASON GRAY
SENIOR SOFTWARE ARCHITECT, SAGE FREIGHT

