

Ice Machine Subscription Company Navigates Rapid Growth with Support from Echo Global Logistics

Echo's specialized solutions and dedicated support team help Easy Ice scale transportation solutions throughout fast expansion and logistics hurdles

Challenge

Optimize shipping and provide capacity options for specialized and time-sensitive shipping needs.

Solution

Echo's Managed Transportation solution enables Easy Ice to scale its logistics and transportation operations.

Result

Echo negotiates carrier contracts, identifies warehousing solutions, and provides data-driven analytics to identify continuous improvement opportunities.

Managed Transportation for Rapid Growth

Easy Ice provides businesses across the country with the best commercial ice machines, bins, and dispensers at a fixed cost, offering a hassle-free alternative to traditional machine leasing.

To make its customer experience as seamless as possible, Easy Ice needed a transportation provider that could handle its unique needs. Frequently, Easy Ice clients require tight shipment deadlines, leaving little room to plan.

When Easy Ice partnered with Echo in 2012, Easy Ice was relatively small. As the company began to grow more and more rapidly, Echo leveraged its Managed Transportation offering to the benefit of Easy Ice, enabling a much more seamless operation and taking the burden of transportation off of the business.

“What I truly love about our team at Echo is it feels more like my friends. It feels like an extension of us. They're very reliable. We're very aligned on where our focus is and they're going to always have our needs in mind.”

—Amanda Kaminski, Operations Manager, Easy Ice

Easy Ice

Case Study: Easy Ice

Echo's Managed Transportation solution allows Easy Ice to access:

- Simple and easy to use integrations
- Dynamic, real-time data analysis
- Automation technology for order optimization
- Data capture, communication, and reporting
- Sales and purchase order planning
- Load-matching AI to organize and book quicker
- 24/7/365 customer support from a dedicated team

With the Echo team's support, Easy Ice can handle a wide variety of transportation needs simultaneously. Echo provides a dedicated account team that manages carrier negotiations, identifies warehousing solutions, and leverages real-time data to optimize the shipping process. These technology-enabled tools— including dynamic data analysis, AI-powered load matching, and automation—simplify shipping operations, making transportation smoother and faster.

“We rely heavily on Echo’s technology to help us out. We started off as a very small company, so just having access to Echo’s network, expertise, all their resources, that is what really made us successful in our journey of this fast growth.”

—Amanda Kaminski, Operations Manager, Easy Ice

Ready to simplify your transportation management? Contact Echo today at 800.354.7993 or info@echo.com.