

The Matzo Project

Case Study: The Matzo Project



Reliable Customer Service Helps The Matzo Project Simplify Operations with Echo Global Logistics

Echo fosters transparency and loyalty with fast-growing business through caring customer service relationships

Challenge

Help The Matzo Project source the best carriers and move loads more easily so it can focus on the finer points of customer service.

Solution

Leverage Echo's solutions to quickly find reliable carrier options that balance costs with quality service.

Result

Echo takes care of sourcing, quoting, shipment building, and scheduling and is readily available for issue resolution.

[The Matzo Project](#) began in a kitchen when two childhood friends created a simple, healthy, and tasty matzo recipe almost 10 years ago. The product was an instant hit, making it onto Oprah's Favorite Things List in just the first year. The business quickly needed a way to efficiently source carriers and ship its delicious matzo flats, chips, and soup kits around the country. With the help of Echo Global Logistics, the small business was able to grow, leveraging Echo's extensive carrier network to easily book loads and manage its business needs.

“Good customer service is when you feel like someone hears you. Great customer service is when you can establish a relationship that’s supportive and caring. I’ve routinely received great customer service from Echo.”

— Cheryl Williams, Logistics Coordinator at The Matzo Project

Before partnering with Echo in 2019, The Matzo Project was resigned to sourcing carriers manually, sorting through a long list of transportation providers and determining the best option. The entire process was time-consuming, with the team reaching out to carriers individually and having to go back and forth to find the best option. Now, Echo sources carriers and provides quotes, creating a seamless booking experience and the confidence that The Matzo Project is receiving the best service for the best price with access to an expert to guide them through any potential hurdles.

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With Echo, The Matzo Project has access to:

- A trusted representative who is an extension of their logistics team
- 24/7 representative availability and rapidly responsive communication
- An extra layer of cargo protection with EchoInsure+
- Accessible technology that makes securing transportation effortless

No matter the shipping needs, The Matzo Project always trusts Echo to find the best option at a fair price. After working with the company over the years, Echo team members have built up rapport, providing exemplary, responsive, and engaged assistance. With dedicated attention to detail and a personal touch, Echo offers more than just service, but also a caring partnership.

“Our relationship with Echo is the kind of relationship that I want to be for someone else. The number one reason I recommend Echo is because of its customer service. Even though we’re small, they treat us like one of the big guys.”

— Cheryl Williams, Logistics Coordinator at The Matzo Project

To learn more about how Echo can simplify your transportation needs and help your business grow, contact us today at 800.354.7993 or info@echo.com