

# Increasing value for customers

A large transportation and logistics provider wanted to uncover their customer's needs and competitive landscape to identify a digital solution to help them and ensure customers choose them again and again.

Through Nerdery's Product Framing offering, we uncovered the client's users' needs and the current competitive landscape to discover and define a digital product solution that will drive the most value for their customers. From there, we technically validated the feasibility of the product, which helped to ensure the success of the new offering.

TRANSPORTATION  
AND LOGISTICS  
PROVIDER

Once the product framing exercise was completed, the transportation and logistics company was immediately ready to move forward with the creation of the tool, with Nerdery as the technology partner.



Ready when you are

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