

City Company

Running a US–Canada freight operation on two people instead of ten

An AI operations system now finds City Company's prospects, qualifies them across every channel, tracks tenders before they expire, and hands the sales desk only the buyers who are ready to talk — replacing what used to be a five-to-ten-person sales and dispatch team.

10 → 2

people running the commercial operation, same revenue 3× more deals closed than City Company's human brokers 33 vs 10 monthly opportunities generated, AI vs. brokers, same contact list

THE OPPORTUNITY

A maxed-out team, and revenue leaking through the gaps

City Company is a US-asset-based freight and trucking carrier operating across the US and Canada — its own fleet plus owner-operators, running everything from LTL to full truckload, reefer, open deck, and drayage. Like most mid-size carriers, growth was capped not by demand but by capacity: the sales and dispatch team was maxed out, leads were slipping through before anyone could act on them, marketing spend was going to waste because nobody followed up fast enough, and the leadership team was spending its time firefighting instead of growing the business.

The underlying problem wasn't a shortage of leads — City Company, like most carriers, already had lists. The real gap was research and speed: nobody had time to confirm who the actual decision-maker was, what phone number would actually reach them, what their LinkedIn profile was, or whether they were even in the market right now. Finding that out manually, per contact, was consuming 20+ hours a week of a team's time that should have been spent talking to buyers, not googling them.

WHAT THIS COST, IN PRACTICE

Decision-maker research eating the bulk of the sales team's week instead of selling time. Generic, one-template outreach at scale — the old approach: one email template to a thousand contacts, a 2% open rate, and effectively zero replies. Tenders and RFQs discovered late or missed outright, with no systematic way to track them before deadline. No real-time visibility into which prospects were actually warm, so every contact took the same amount of manual effort regardless of intent.

THE APPROACH

What MagnaQore built: an AI operations system, not a lead list

The system is not a lead-generation tool in the traditional sense — MagnaQore doesn't hand City Company a new list of names. It enriches and works the contacts City Company already targets, using data that would otherwise take the team 20+ hours a week to assemble by hand, and then runs the entire outreach-to-qualification cycle automatically.

1. Contact enrichment

Every target contact is run through automated enrichment before any outreach happens:

- Contact discovery — decision-maker names, titles, and LinkedIn profiles identified automatically.
- Contact validation — phone numbers and email addresses verified against 50+ data sources.
- Company intelligence — revenue data, employee count, growth signals, and tech stack pulled in automatically.
- Relationship mapping — who reports to whom, plus alternative contacts if the primary target isn't reachable.

The result: every contact carries verified information (not guesses), company context, an enrichment history showing where the data came from, and AI-generated research notes — before a single message goes out.

2. Intent signals, not guesswork

The system doesn't predict the future — it aggregates the signals that indicate a company might need freight services soon, so outreach is timed against real buying intent rather than a cold list:

- New job postings signaling growth (e.g., a company posting five new roles in a month).
- Leadership changes (e.g., a new VP of Operations hired three weeks ago).
- Lookalike matches against City Company's existing customer profile.

3. Multi-channel, personalized outreach

Once contacts are loaded, campaigns launch automatically across LinkedIn (connection requests plus personalized messages), email (segmented sequences), and SMS where relevant — every open, reply, click, and meeting booking tracked in a live events dashboard. Per segment, the system maintains up to 10 LinkedIn message variations, two email sequences, three SMS templates, and supporting materials (case studies, proposals, PDFs) ready to send with no manual copying and no forgotten follow-ups.

Each email is generated from scratch using 12 live parameters — communication history, current logistics news and economic trends, seasonal factors, company data, contact data, lead stage, recent company events, regional market conditions, industry segment specifics, previous interaction outcomes, and optimal timing.

HOW THE OUTREACH ENGINE BUILDS EACH MESSAGE

Against the old one-template-to-a-thousand-contacts approach, personalized generation delivers roughly 30% higher open rates, 10% higher response rates, and around 2× more meetings scheduled — because each message speaks to a specific pain point instead of blending into the inbox.

4. AI voice agent

Once a contact is warmed up via email or LinkedIn, an AI voice agent takes over — calling, navigating receptionists, identifying the decision-maker, and running a structured qualifying conversation: cargo volume, routes, current providers, active tenders, and interest level (low/medium/high). Every call produces a full transcript and summary, and the agent books meetings or gathers proposal requirements directly.

“Hi, this is Alex from Citi Company. Who am I speaking with?” ... “I’m reaching out from Citi Company, a US-based transport and freight carrier operating across the US and Canada. Who handles logistics or carrier partnerships for your construction company?” — AI voice agent

LIVE CALL OPENING

5. Tender tracking and operational visibility

Beyond outreach, the system watches for tenders before their deadlines and surfaces high-priority notifications the moment something changes — a target company posting a tender, a logistics manager changing roles, a prospect replying to an email. Dispatchers see live load data on a map; managers get commissions auto-calculated instead of worked out by hand.

A day inside the system

A TYPICAL MORNING AT CITY COMPANY

47 new prospects added overnight, with full contact details, decision-maker names, and LinkedIn profiles. 230 personalized emails already sent across 8 segments — each one unique and tailored. 12 LinkedIn connection requests accepted; 6 replies asking for proposals. The AI voice agent made 83 calls, qualified 19 leads, scheduled 4 meetings, and delivered full call transcripts. 3 high-priority notifications: a target company posted a tender, a logistics manager changed roles, a prospect replied. The sales team walks in to a list of warm, qualified leads — not a cold contact list to work through.

THE IMPACT

From a ten-person sales operation to two people, at the same revenue

City Company restructured its commercial operation around the system. Managers and brokers were no longer needed to carry the volume the AI system now handles — the company retained a dispatcher and a technical specialist responsible for keeping the AI system running, with the founder able to run the business essentially alone if needed.

3x

more deals closed than City Company's human brokers, from the same target list 33 monthly opportunities from AI (3 warm + 30 potential) per 2,000–4,000 contacts worked 10 monthly opportunities from human brokers (3 warm + 7–8 potential) on the same volume

Monthly output, AI system vs. human brokers

METRIC	AI SYSTEM	HUMAN BROKERS
Contacts worked / month	2,000–4,000	2,000–4,000 (same pool)
Warm leads produced	3	3
Potential leads produced	30	7–8
Total opportunities / month	33	~10
Team required to run it	1 dispatcher + 1 technical specialist	5–10 managers/brokers

Warm leads move into active sales work within a week; potential leads convert within a month — giving City Company a predictable, two-speed pipeline instead of a single undifferentiated contact list that everyone worked at the same intensity.

A NOTE ON THE HEADCOUNT FIGURE

This case study uses the figure most recently confirmed: a 10-person commercial team reduced to 2 (dispatcher + technical specialist), with the founder able to run the business alone if needed.

Business impact, summarized

- Reduced operating costs — a 10-person sales/dispatch function reduced to 2 people at unchanged revenue.
- Reduced process time — decision-maker research that took 20+ hours/week of manual work now runs automatically, continuously, in the background.
- Increased sales capacity — 3x the deal output of human brokers working the identical contact list.
- Built internal capability — City Company now runs the system with one technical specialist rather than depending on an external vendor for day-to-day operation.
- Established operational visibility — live dispatcher load maps, auto-calculated manager commissions, and zero-miss tender tracking replacing manual, ad hoc processes.

About this case study. This case study describes a real MagnaQore engagement. Certain company names, figures, technical details and operational information may be simplified, anonymised or aggregated to respect confidentiality obligations. It does not constitute a guarantee of results, a public offer, or a complete representation of a client's internal systems, strategy or financial performance. Additional detail may be shared for qualified due-diligence purposes under a mutual non-disclosure agreement.