

How Metafour Automates Courier Dispatching & Multi-Carrier Rate Shopping During Peak Season

When Q4 volume surges, manual dispatching and legacy rate lookups create severe operational bottlenecks. **Metafour addresses these friction points through deep rule-based automation across its Courier Software Platform:**

1. Multi-Carrier Rate Shopping Engine

Metafour's Rate Shopping connects via APIs to over 40 global, regional, and local carriers (such as DHL, FedEx, and regional last-mile partners). During peak season, it automates price comparison in three ways:



Automated Least-Cost Routing:

Instead of staff manually comparing spreadsheets or multiple carrier dashboards, Metafour's engine evaluates rates in real-time. It automatically sets options by lowest cost, cut-off times, or specific delivery SLAs.



Rule-Based Decision Making:

Program custom-rules, such as automatically prioritising cost, speed, weekends, or public holiday schedules. The system enforces these rules across every order without requiring manual intervention.



White-Label Client Self-Service:

By exposing the rate engine directly inside a branded customer portal, B2B clients and shippers can perform instant rate comparisons and select their preferred service tier independently. This cuts processing time by over 50% and eliminates "where is my rate?" queries

2. Intelligent Courier Dispatching & Allocation

During high-volume spikes, assigning jobs manually leads to route overlapping and driver downtime. Metafour automates the dispatch lifecycle from job creation to proof of delivery:



Instant Job Ingestion & Labeling

Incoming bookings automatically generate shipping labels and tracking data without manual double entry, eliminating entry errors during rush periods.



Automated Allocation & Route Planning

Using **MetApp** and route-planning modules, jobs are dynamically assigned and batched to drivers based on proximity, vehicle capacity, and delivery windows.



Real-Time Tracking & Exceptions

Drivers handle signatures and updated via the mobile app, feeding live tracking data back to both dispatcher dashboards and client tracking portals to reduce incoming customer service calls.



The bottom line for peak season

By eliminating manual rebooking and price checks across third-party carriers, Metafour protects profit margins on every shipment while allowing dispatchers to manage significantly higher order volumes without increasing administrative headcount.