

Better UX = Better Margins.

| *Here's the math.*

Faster client onboarding

- **Better UX = *less* setup friction**
- **Less friction = *faster* time to revenue**
- **Faster time to revenue = *competitive* advantage**

Higher billing accuracy

- **Cleaner workflows = *fewer* missed billable events**
- **Fewer disputes = *less* time spent reconciling**
- **More revenue captured per client**

Stronger contract retention

- **Consistent SLA**
performance **builds** trust
- *Trust reduces* churn
- **Retention compounds**
over time

UX *isn't* a design preference.
In 3PL, it's a P&L issue.