

CASE STUDY

**3PL Scores 97%
Load Tracking Accuracy,
20% Greater Efficiency with
TruckerTools**



TruckerTools

www.TruckerTools.com

EXECUTIVE SUMMARY

In a fragmented freight market dominated by micro-carriers and owner-operators, third-party logistics (3PL) providers struggle to provide reliable and accurate freight visibility to shippers and consumers. Trucker Tools' Smart Capacity carrier relationship and capacity management platform provides the advanced technology needed to automate data exchange and strengthen relationships between leading 3PL Choptank Transport and its carriers, drivers, shippers and customers with impressive results.

- 289% increase in carrier adoption of freight tracking technology.
- Carrier adoption rate currently at 85% and growing, with a goal of 100% by 4Q.
- Automated communications, load matching and tracking.
- Continuous access to real-time truck locations.
- Raised load tracking location accuracy from 40% to over 97%.
- Operational efficiency improved by 20%.
- Shipper, customer and carrier relationships



Background

Choptank Transport is a third-party logistics (3PL) company that provides truckload and less-than-truckload (LTL) freight capacity, as well as intermodal and other specialized freight services to Fortune 500 companies, food and paper manufacturers, and other businesses across the United States. Founded in 2000 by current CEO Geoff Turner, Choptank has evolved to become a leading third-party logistics (3PL) company with annual, non-asset-based revenue of over \$300 million and more than 350 full time employees.

Choptank specializes in moving perishables, such as produce, poultry, meats, food products, nursery and seasonal freight. The company relies on small carriers and owner-operators, in particular, for reefer capacity and freight that requires special handling. Choptank's network of more than 20,000 vetted carriers, including 10,000 plus micro-carriers of 10 trucks or less, hauls more than 150,000 loads of freight throughout the United States, Canada and Mexico each year. The company's leadership credits its continued growth to developing long-term, mutually beneficial relationships with owner-operators and carriers and its ability to deliver top-tier customer service.

Challenges

Owner-operators and micro-carriers haul 80 percent of all freight in the United States, making them a vital segment of the transportation industry. One of the biggest challenges Choptank and most 3PLs have faced in recent years is how to provide the freight visibility (tracking) and high-level service that shippers and consumers expect when carrier networks are comprised of tens of thousands of individual micro-carriers and owner-operators who each use different kinds of technology in their day-to-day operations.

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Choptank began using a well-known freight visibility system and accompanying driver tracking app several years ago with the expectation that when the tools were used together, they would provide greater visibility for shippers and consumers. Adoption of the driver app by micro-carriers and owner-operators, who represent more than half of Choptank's carrier network, was slow, however, and hovered around 20 percent.

Because the sole function of the app was tracking and did not include any valuable trucker-centric tools and features, owner-operators and micro-carrier truckers were not inclined to install the app. Many were reluctant to add yet another mobile app to their phones that would further fragment their day-to-day operations, decrease their driving time or require their attention, especially since it did not provide any efficiency gains to them in their own daily operations. Most truckers were already using several mobile apps on their smart phones and adding the single-feature tracking app to their list of daily tools made them feel overloaded by apps.

The accuracy of the freight tracking itself was also poor with the legacy freight tracking system. The system relies on an outdated technology, geofencing, which uses cell phone towers and triangulation to provide location information. Location information generated by geofencing is prone to error and may be off by as many as 30 miles, making it an unsuitable technology for accurate freight tracking. In fact, most cellular carriers have since discontinued cell phone triangulation location services.



Solution

In 2017, Choptank's operations team began using Trucker Tools' Smart Capacity carrier relationship and capacity management platform and rolled out the Trucker Tools' driver app to its carrier network. Many carriers in the Choptank network were already using the Trucker Tools driver app in their daily business.

Adoption of the Trucker Tools driver app was and remains high because of the added value it offers owner-operators and small carriers. In addition to providing accurate tracking via the smart phone's GPS technology, Trucker Tools' driver app can track detention time and provides information on parking, weather, optimal routes, traffic, rest stops, repair shops, fuel prices, weigh stations and more.

Approximately two years after migrating to Trucker Tools' Smart Capacity carrier relationship and capacity management platform and driver app, 85 percent of Choptank's carrier network is using the Trucker Tools' driver app. This high rate of adoption means Choptank's ability to provide accurate, real-time tracking information to shippers and customers has increased by more than 289 percent. Choptank has integrated its McLeod transportation management system with Smart Capacity so that shippers and customers can log into an online web portal to check the real-time status of freight.

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The location accuracy of Choptank's freight tracking has increased since migrating to Trucker Tools' Smart Capacity and driver app as well. The tracking success rate for its previous system was, at best, 40 percent. **The tracking success rate from start to finish for loads tracked through Smart Capacity and the driver app currently is more than 97 percent, which represents a significant increase for Choptank.** Trucker Tools' driver app uses the smart phone's built-in GPS technology to provide highly accurate location information to Choptank's operations team via the Smart Capacity interface.

"Trucker Tools' Smart Capacity and driver app technology allows us to provide our customers and carriers with transparency and visibility, which is vital in the supply chain," said Geoff Turner, CEO & President, Choptank. "Predictive load matching makes finding capacity more efficient and erases capacity issues in even the toughest markets."

Trucker Tools' technology has increased Choptank's overall operational efficiency by 20 percent. Communications between Choptank's operations team and its carrier network have been automated as a result of the Trucker Tools

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CEO, Choptank*

migration. Smart Capacity's predictive load matching allows Choptank's operations team to find capacity within its network in a matter of seconds. Choptank's operations team can track a truck's progress through Smart Capacity and staff members no longer need to make check calls to truckers and carrier dispatchers. Instead of printing and faxing documents to Choptank' headquarters or regional offices, images can be uploaded via the driver app, saving time for both Choptank operations staff and carriers.

Results

Greater and more accurate visibility allows Choptank's operations team to provide a higher level of customer service to both shippers and customers. Choptank staff members can always see where trucks are through Smart Capacity's interface, so instead of spending time trying to reach dispatchers or truckers by phone, they can concentrate on providing the highest level of customer service to shippers and customers. If a member of the operations team observes in Smart Capacity that a truck is running late, he/she can notify the customer in advance and provide real-time updates.

Turner reports that Trucker Tools' Smart Capacity and driver app enables Choptank to offer the same suite of services to shippers that previously could only be provided by large carriers, especially in terms of visibility. He views Trucker Tools' driver app as a powerful tool for micro-carriers and owner-operators as well, capable of providing them with the same opportunities that large carriers are afforded.

"When paired with our award-winning customer service, Trucker Tools' technology allows us to provide our customers and carriers with all the tools they need to succeed," Turner said.



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Learn more about how Trucker Tools' Smart Capacity
and driver app can increase freight visibility and
operational efficiency for your company by emailing
sales@truckertools.com
or by calling **703-955-3560**

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