



**LTI Delivers Reduces Check-Calls
by 40%, Achieves 86% Visibility
Compliance and Increases Shipper
Service with Trucker Tools'
Visibility Solution**

Trucker  **TOOLS**

EXECUTIVE SUMMARY

Choosing a scalable, highly accurate visibility technology solution can be the difference-maker for mid-sized logistics providers who want to compete with the service offerings offered by larger brokerage competitors. Trucker Tools' visibility solution is providing Iowa-based LTI Delivers with the high tracking compliance success, accuracy and reduction in check-calls needed to deliver this top-tier service to its shippers. LTI Delivers is leveraging the power of Trucker Tools' free driver app and Smart Capacity platform to elevate its visibility and shipper service while developing a robust, high-quality carrier network that it can call upon when capacity markets tighten.

With Trucker Tools' visibility solution, LTI Delivers has achieved:

- **86% average tracking compliance success rate for 2019.**
- **90% average tracking compliance success over the past four months.**
- **40% reduction in daily check-calls.**
- **Automation of load tracking.**
- **Ability to provide higher service level for shipper customers.**
- **Increase in carrier capacity.**

Leadership. Trust. Integrity.



Background

LTI Delivers, Inc. was established in Iowa in 1997 as Lillibridge Transportation, Inc. The company was purchased and rebranded as LTI Delivers Inc in 2014. The name honors the founders' legacy and points toward the guiding values of Leadership, Trust and Integrity.

Based in Cedar Rapids, Iowa, LTI Delivers today is a **full-service transportation** company that offers transportation management, freight brokerage and truckload services encompassing freight management, temperature controlled, refrigerated, dry van, bulk, hopper and dedicated solutions.

LTI Delivers places high value on customer satisfaction and long-term retention of its valued customers.

Challenges

LTI Delivers runs a lean operation of 13 employees with annual revenue of approximately \$16 million. Despite its relatively modest size, the company strives to be an early adopter of significant technological advancements, especially those that can make the company more competitive. The leadership at LTI Delivers began its search in early 2018 for a visibility solution that could reduce the time staff members spent on check-calls, increase operational efficiency, automate load tracking and augment the level of service the company could provide to its customers.

At the time, the only way LTI Delivers' staff members could track freight was by picking up the phone and making a phone call to the driver or carrier dispatcher for the load. If the driver/dispatcher wasn't available, it often took multiple check-calls to get location updates on loads.

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– *Mark Boss,*
General Manager for LTI Delivers



“I felt that as a small brokerage, if we could get out in front of tracking issues and improve our visibility significantly, that it could be a real service differentiator for us,” said Mark Boss, General Manager for LTI Delivers. “Our customers had been asking for more and more visibility and we viewed increasing our load tracking capabilities as a way to both meet the needs of current customers and grow our business.”

One long-time LTI Delivers customer, in particular, had a specific need for continuous, real-time visibility. The customer typically had to schedule five or six stops for each load and needed visibility of his freight at any given moment. To better serve this and other customers, LTI Delivers wanted a visibility solution through which staff members could easily share freight location information with the shipper.

LTI Delivers also needed a visibility solution that could integrate seamlessly with the McLeod PowerBroker software used by its operations team, and one that would produce results quickly.

Solution

In June of 2018, LTI Delivers introduced Trucker Tools' visibility solution to its ICON Carriers, who utilize LTI's trailer fleet through interchange agreements and are dedicated to LTI Delivers. With an integration between McLeod PowerBroker and the Trucker Tools' free driver app used by its ICON Carriers, LTI Delivers was able to roll-out Trucker Tools' visibility solution quickly.



As a result of the Trucker Tools visibility solution implementation, LTI Delivers has automated load tracking for its ICON fleet. Members of LTI Delivers' operations team can now view the locations of trucks in real-time directly in the McLeod PowerBroker interface, which greatly reduces the time spent on load tracking. Instead of making multiple calls to drivers or carrier dispatchers to locate freight, personnel access real-time, highly accurate freight location information with a few clicks of a mouse.

With Trucker Tools' visibility solution, freight location data is automatically transmitted from the Trucker Tools driver app back to LTI Delivers via McLeod PowerBroker. The Trucker Tools' driver app uses the GPS technology native to the driver's smart phone to determine the precise location of the freight, ensuring that the location information provided is accurate. The location of the freight is updated every five minutes, providing the LTI Delivers' operations team with continuous visibility of freight.

“Honestly, we're just scratching the surface on what we can do with Trucker Tools,” said Boss. “I love seeing the number of loads we're tracking because that to me can only mean good news for our customers.”



LTI Delivers has since expanded the use of Trucker Tools' visibility platform to include its transactional, out of network carriers. Based on its success with Trucker Tools' visibility solution, LTI Delivers also implemented Trucker Tools' Smart Capacity carrier relationship and capacity management platform earlier this year. With Smart Capacity, LTI Delivers hopes to up its game even further and sell Smart Capacity's capabilities as high-value service offerings to current and potential customers.

"Adding Smart Capacity to our operation is like adding another arrow in our quiver, in terms of the level of service we can offer," says Boss.

With Trucker Tools tracking capabilities, LTI Delivers' staff members can log in, see exactly where trucks are located and keep customers updated on the status of their freight with automated email alerts. Additionally, LTI staff can automate the load booking process with Smart Capacity's Book It Now feature. Smart Capacity's private capacity network and load matching capabilities also hold great promise for LTI Delivers.

"With Smart Capacity's predictive load matching searches, we gain an avenue for finding capacity on a private network," says Boss.

Boss also noted that Smart Capacity's price tag was lower than other platforms that LTI Delivers considered, which influenced the company's decision to choose Smart Capacity.

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*- Mark Boss,
General Manager for LTI Delivers*



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Results

Since implementing Trucker Tools visibility platform, LTI Delivers has been able to reduce **check calls by 40%** with its ICON Carriers. This significant reduction of check-calls allows LTI Delivers' staff members to spend less time on the phone and gives them more time for cultivating relationships with carriers and shippers – and more time for increasing load volume.

Using Trucker Tools' visibility solution, LTI Delivers has achieved on average an **86% visibility compliance success rate for 2019** within its ICON fleet. Trucker Tools has automated load tracking for 86% of its dedicated loads, which represents a large portion of LTI Delivers' total business. In the last four months alone, LTI Delivers has achieved a 90% visibility compliance success rate with the ICON fleet. Boss says that number likely will increase as more staff members are introduced to and trained on how to use Trucker Tools' visibility solution.

Trucker Tools ultimately has increased the level of service the company can offer to its shipper customers. Trucker Tools' visibility solution is helping LTI Delivers **go above and beyond** for shipper customers with multiple stops per load, which was one of the immediate goals for the implementation of the new visibility solution. Shippers can now log into a web-based interface that shows them exactly where their freight is located at any given time of the day.

"Our customers can see where the load is and provide an accurate ETA to their own customers," says Boss. "They can see exactly where their freight is. We do our best to give our customers what they need."

Boss reports that LTI Delivers is using Smart Capacity's search and load matching capabilities to develop capacity based on carrier lane history and location, as well. He sees value in Smart Capacity as a **carrier development tool** and says that LTI Delivers' carrier development specialist is having success using the platform to bring new carriers into the company's carrier network.

Boss sees Trucker Tools as a crucial component in LTI Delivers' future because Trucker Tools' solutions give LTI Delivers the ability to match the services of larger brokers and compete for their customers.

"Trucker Tools will continue to keep us out on the front lines of technology and help us increase the services we can offer our customers," says Boss. "When I took this job, I took on the responsibility of growing this company very seriously. Having Trucker Tools as a tool in our tool belt can only help us do just that."

Learn more about how Trucker Tools can increase visibility and the level of service you can offer your shipper customers by emailing sales@truckertools.com or calling 703-955-3560 to schedule a demo.



90%

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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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