CASE STUDY

Surge Transportation Surpasses Shipper Visibility KPIs, Reduces Check Calls and Expands Customer Base with Trucker Tools' Real-Time Freight Tracking

Trucker Tools

www.TruckerTools.com

EXECUTIVE SUMMARY

Continuous, real-time freight tracking benefits freight brokers and logistics providers in every facet of their operations. The real-time visibility provided by Trucker Tools' load tracking platform has enabled freight broker Surge Transportation to streamline workflows for employees and improve carrier experience, thereby making it easier for the company to build a reliable network of high-performing drivers and carriers. With Trucker Tools' versatile real-time load tracking platform, Surge Transportation meets and often surpasses its customers' stringent visibility KPI requirements. The reliable, consistent performance of Trucker Tools' freight tracking platform also is helping the company to attract new shipper customers, driving growth and increasing profitability.

With Trucker Tools' real-time freight tracking platform, Surge Transportation has:

- 90%+ average tracking compliance success rate for Q2 and Q3 in 2020.
- Streamlined workflows for team members.
- Scored in the 10 top of all service providers on customer KPI score cards.
- Increased operational efficiency.
- Gained additional growth opportunities without increasing overhead.
- Reduced check calls.

Background

Omar Singh founded Surge Transportation in 2016 after more than a decade of working in the trucking industry, drawing on his previous experience as an OTR trucker and owner of a trucking company. Today Surge Transportation is an non-asset based freight brokerage that is ranked as a top five provider to Fortune 500 companies that ship consumer packaged goods. The company specializes in moving consumer packaged goods, paper products, food and beverage, outbound finished goods, inbound raw materials, and ingredients and supplies for running production lines.

With locations in both Jacksonville, Fla., and Chicago, Ill., Surge Transportation places **high value on providing positive experiences for its employees, shippers and carriers**. The company recently was awarded the American Logistics Aid Network's Employee Engagement Humanitarian Logistics Award for the hundreds of hours that Surge employees have dedicated to maintaining ALAN's Supply Chain Intelligence Center, a free tool that helps businesses understand how Covid-19 and other hazards affect their operations.

Challenges

Prior to implementing Trucker Tools' real-time freight tracking, employees on Surge Transportation's track and trace team were using each individual shipper's preferred visibility platforms to track loads. These shipper visibility platforms included MacroPoint, 10/4 and FourKites. Using a different software platform on a load by load basis created a fragmented and time-consuming load tracking experience for both the company's employees and drivers and carriers.

"It's hard enough keeping track of everything, but **having to bounce between different dashboards, different services and procedures with each shipper was difficult**," said Singh, CEO of Surge Transportation. "It was a very disruptive experience for our carriers to have to keep switching apps, even though they were working with the same broker. It also was extremely disruptive for my track and trace team to have to work in multiple platforms."

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Surge Transportation sought a real-time freight tracking software that could be integrated with its shippers' visibility platforms. Integration with shipper visibility platforms would streamline the company's internal workflows and create a single platform experience for employees, carriers and customers. Surge Transportation also sought **greater efficiency in its visibility compliance activities**. The company is score-carded by each one of its shippers on a weekly basis on visibility and on time pickups and deliveries. Reducing the time devoted to load tracking would allow Surge Transportation to manage its growth with greater efficiency.

Solution

Surge Transportation implemented Trucker Tools' real-time visibility platform in 2018, integrating the platform with its existing McLeod transportation management system for added efficiency. Trucker Tools' load tracking platform also integrates with Project44, 10/4, MacroPoint and FourKites shipper visibility platforms. Thanks to these integration capabilities, Surge Transportation's track and trace team now can **view all load tracking data in a single platform interface**. Load tracking data is automatically pushed into each shipper's preferred visibility platform, providing shippers with instant access to real-time visibility information.

According to Singh, his staff required little training when the company started using Trucker Tools' real-time visibility platform in its operations.

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"The **training needed was minimal**, maybe 30 minutes to an hour for the existing team that was in place when we adopted it," Singh said. "With the integration, it's just a couple of clicks in the TMS to send the driver a track. Then it was just kind of off to the races. It takes little to no time to train someone new when they come on board."

Singh reports that carriers greatly appreciate the fact that they can stay on one platform, the Trucker Tools app for drivers, when tracking Surge Transportation's loads. He says that the tools and features included in the Trucker Tools driver app provide carriers with additional information that's helpful to them when they're in transit or on the road. In addition to its load tracking function, the Trucker Tools driver app provides truckers with route optimization and information on fuel prices, rest areas, truck stops, weigh scales, parking, CDL legal protection, load insurance and more. Singh says that **carriers and drivers have a much better experience using Trucker Tools' all-in-one app than they do with other platforms**.

For Surge Transportation, Trucker Tools' real-time load tracking has created a better experience for employees, as well, and given the company more flexibility as it continues to grow.

"My team has benefited the most from being able to have all of our different customers and their platforms and requirements in one place," reports Singh. "It's seamless for us, so that's helped us continue to provide excellent service to our customers and also essentially is keeping our personnel levels manageable because it's so efficient to use."

Being able to meet and even surpass shippers' visibility KPI requirements is helping Surge Transportation **improve its customer service and quality even further**. According to Singh, Trucker Tools' real-time freight tracking platform has been a significant driver for new business opportunities.

"We share with prospective customers that we score very highly on our customer scorecards and we share our scorecards with them," said Singh. "When we can demonstrate that we're that compliant on visibility, **it definitely helps with that effort to activate new customers**. But really where we see it is that once we get in, are compliant and score highly on their scorecards, they give us additional opportunities or are more inclined to offer us additional opportunities."

Based on the company's success with Trucker Tools' real-time freight tracking platform, Surge Transportation is integrating Book-It-Now®, Trucker Tools' automated load booking tool, with its McLeod TMS. With Book-It-Now®, carriers and drivers can book Surge Transportation's loads 24 hours/day and seven

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90

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10

Surge Transportation has been scoring in the top 10 of all service providers on its shipper scorecards.

days/week in Trucker Tools' carrier platform or free driver app. When a carrier or driver books a Book-It-Now® load, the details are automatically recorded in the company's TMS.

"We're expecting Book-It-Now® to be a really big deal for us," Singh said. "**Book-It-Now® will help us develop strategic relationships with carriers.** We get a lot of requests from carriers for Book-It-Now® and I think it's really going to help us develop the repeat carriers who are compliant with tracking and allow us to continue to build those strategic partnerships in a meaningful way."

Results

Since Surge Transportation started using Trucker Tools' freight tracking platform in 2018, the company has been scoring **in the top 10 of all service providers on its shipper scorecards**. Surge Transportation's average yearly visibility compliance rate, which measures the percentage of loads with accurate start to finish digital visibility, is 80 percent. In the last two quarters alone, the company has achieved visibility compliance rates in the 90s.

"We're able to provide best in class customer service by having one single platform on which to work and that's certainly been one of the biggest drivers of new growth for us," Singh said. "**Trucker Tools' load tracking is so easy to use** that we always score very high on customer KPIs and scorecards. We continually rank in the top on KPI score-carding, which always is a driver of additional opportunities."

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As a result of implementing Trucker Tools' real-time visibility platform, Surge Transportation has **reduced the number of check calls required to track each load and increased operational efficiency**. Greater efficiency has had a ripple effect, boosting the company's customer service capabilities and offering a pathway for future growth.

"We're a fast-growing company," said Singh. "With Trucker Tools' load tracking and Book-It-Now®, we won't have to hire more people to grow. **We will be able to double the freight we broker with the team that we have in place now**. As we grow in 2021 and beyond, if we can keep the same number of employees, that will have a huge impact on the company and our profitability."

The feedback that Singh has received from his employees on Trucker Tools' real-time load tracking platform has been positive. Putting visibility data on one platform, reducing check calls and decreasing the time required to track a load has simplified tasks and workflows for Surge's track and trace team.

Greater efficiency has had a ripple effect, boosting Surge Transportation's customer service capabilities and offering a pathway for future growth.

"The feedback that I get from my team is that **Trucker Tools' freight tracking platform is extremely efficient, the most efficient of the visibility platforms we have used**," shared Singh. "We're able to manage our growth in a more efficient way. When we adopted it, we were able to reduce the amount of time spent to get people tracking and to get carriers compliant. Since adopting Trucker Tools' load tracking, we've also been able to manage our overhead more effectively since it's so efficient."

With Trucker Tools' load tracking platform and Book-It-Now®, Surge Transportation is equipped with the tools needed to expand its customer base and continue its growth in the short and long term. Singh sees Trucker Tools as an integral part of the company's future success.

"In 2021, Trucker Tools will become a big part of our operation. We're expecting Book-It-Now® to be a really big deal for us in 2021."

To learn more about how Trucker Tools can help you raise your service levels, streamline workflows, increase efficiency and manage overhead while experiencing growth email sales@truckertools.com or call 703-955-3560 to schedule a free demo.

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