

CASE STUDY

CENTRAL STATES TRUCKING CO.

Company

- Central States Trucking Co. (CST), one of the largest local transportation companies in the greater Chicago area
- www.cstruck.com

Industry

- Transportation—
Intermodal/Multimode Trucking

Challenge

- Get drivers off hold and on the road
- Get dispatchers away from data entry and back to dispatching
- Reduce errors in relaying complex move information

Solution

- @Road GeoManager_{SM} PE
- Profit Tools[®] Trucking Software

Results

- At peak calling hours, drivers' average on-hold times are reduced from 10-15 minutes to 0-3 minutes
- Owner-Operator drivers save on average 30-60 minutes per day, allowing them to achieve greater profitability
- Dispatchers save about an hour a day, allowing them to focus on planning and problem resolution rather than routine communications or data entry
- Fewer communication errors and delays
- Improved customer service and satisfaction
- Improved driver safety

@Road and Profit Tools Solutions Streamline Work for Central States Trucking Dispatchers and Increase Profitability for Owner-Operator Drivers

Each week, the intermodal division of Central States Trucking uses about 110 drivers to run about 2,500 moves, for which the company's four dispatchers need to communicate all the details of each move. Dispatchers and drivers had relied on lengthy phone conversations to exchange information, which took them away from their goal of completing moves efficiently and accurately. Because of the potential complexity of intermodal moves and the different numbers associated with each leg of a move, communication breakdowns occasionally occurred, causing delays at rail yards and customer locations.

To address these challenges, Central States Trucking's intermodal division implemented the @Road GeoManager_{SM} PE (Pocket Edition™) Mobile Resource Management (MRM) solution in combination with Profit Tools Trucking Software. This solution provided Central States Trucking with one-touch streamlined dispatch, efficient communication between drivers and dispatchers, and improved ability to manage its mobile workforce.

"Since implementing @Road, the phone traffic has subsided dramatically," said Doug Grane, senior vice president of Central States Trucking. "Dispatchers now

send information directly to drivers' @Road-enabled mobile phones, then the drivers use the phones to update container, chassis and seal numbers. This information goes directly into the Profit Tools system, eliminating the need for dispatchers to do additional data entry."

@Road GeoManager PE combines GPS, wireless and Internet technologies with sophisticated on-demand software to provide managers with insight into the locations and activities of its mobile workers. Information on routes traveled, speed, stop times and location is delivered to @Road software via mobile workers' GPS-enabled phones.

"Based on @Road's real-time GPS data, our dispatchers have a clearer idea of which drivers can fit in one more pickup or turn at the end of the day," Grane said. "And our customer service reps can immediately answer questions about a driver's location and estimated delivery time without having to get the driver on the phone."

While @Road provides Central States Trucking with the ability to efficiently track, manage and communicate with its mobile workers, Profit Tools provides the ability to streamline business functions such as

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CASE STUDY

continued

dispatching, order entry, rating, billing, driver settlements, electronic data interchange and document imaging.

The efficiency gains using @Road and Profit Tools create a win-win situation for Central States Trucking and its workers. As Owner-Operators, Central States' intermodal drivers directly profit from improved productivity.

"Our drivers love the ability of this technology to assist them in their daily routines and to keep them off the phone," Grane said. "At peak times, drivers used to have hold times of 10-15 minutes, but using @Road and Profit Tools has cut this down to 0-3 minutes. Our drivers usually save between 30-60 minutes each day by using @Road, which leaves more time for them to actually drive and earn greater revenue."

Central States' dispatchers are also pleased with the changes brought about by @Road and Profit Tools.

"Previously, our dispatchers spent too much time performing low-value-added data entry. They now save about an hour of time each day, which allows them to better cater to the various requests of our customers," Grane said. "@Road coupled with Profit Tools maximizes the time our dispatchers can actually do what they are great at —dispatching."

Grane noted additional benefits from Central States' @Road implementation: The incidence of delays due to miscommunicated equipment or pickup numbers decreased, and driver safety improved due to the use of @Road Exception Reports that monitor potentially dangerous driving practices. In all, Central States Trucking is well pleased with @Road and is considering implementing its solutions throughout its other divisions.

"@Road is fast and easy to use and helps us promote our image as a forward-thinking transportation partner," Grane said. "While

applying to subcontract with us, some Owner-Operators have said they like that we use @Road. It's definitely one more tool to assist with our recruitment, and ultimately, our retention."

@Road GeoManager offers an array of features and benefits for the trucking industry. While GeoManager PE is the hand-held version of the solution, @Road GeoManager iLM® includes an in-vehicle installation and additional features to help transportation companies streamline their Hours of Service reporting, reduce excess fuel use, optimize routes and minimize vehicle downtime.

Profit Tools is the intermodal and multimode trucking software leader, offering dispatch, rating, billing, driver settlements, EDI, document imaging, per diem tracking and more. For more information, visit www.profittools.net.

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About @Road

@Road, Inc. is a leading global provider of solutions designed to automate the management of mobile resources and to optimize the service delivery process for customers across a variety of industries. @Road delivers Mobile Resource Management (MRM) solutions in three key areas: Field Force Management, Field Service Management and Field Asset Management.

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