

CASE STUDY

How Syfan Logistics reaches peak compliance of 95% and average of 84% with carrier favorite driver app from



EXECUTIVE SUMMARY

Highly accurate, start-to-finish freight visibility is a must-have for third-party logistic (3PL) providers and freight brokers who want to outperform their competitors in today's fiercely competitive transportation industry. Trucker Tools' mobile driver application, load tracking, and Smart Load Board provide leading 3PL Syfan Logistics with a visibility solution that delivers greater efficiency, high tracking compliance success and pinpoint freight location accuracy.

- Peak time tracking compliance success rates are as high as 95%; average of 84% compliance.
- 30% reduction in daily check-calls.
- 50% increase in freight tracking accuracy (accurate pickup and delivery confirmation).
- Automation of communications with carriers.
- Faster confirmation of deliveries with in-app mobile COD document uploads.
- Shipper, customer and carrier/owner-operator relationships strengthened by real-time data exchange.



Background

Georgia-based Syfan Logistics is a comprehensive third-party logistics (3PL) company that provides freight capacity, expedited delivery, freight management and brokerage services to several industries, including the nation's biggest and most well-known poultry, seafood, confectionary, cereal and soft drink producers. As a family-owned company with more than 40 years of success in the foodstuff transportation industry, Syfan Logistics has been named to Inbound Logistics' list of Top 100 Logistic Companies for five consecutive years in a row.



Based in Gainesville, Ga., Syfan Logistics recently expanded its headquarters to accommodate more than 250 employees and the ongoing growth of its business. The company counts several fleets of over-the-road trucks and trailers among its assets, including refrigerated trucks, dry van, food-grade tankers and flatbeds. In addition to its own fleets, the 3PL maintains an extensive carrier network that is largely comprised of owner-operators and carriers of 100 trucks or less based in the Southeast. The company's territory includes the continental United States, Mexico and Canada.

Syfan Logistics' stellar reputation is built on its on-time pickup and delivery of temperature-controlled, dry and flatbed freight that often requires special handling. The 3PL is known for its dedication to transparency, reliability and customer service; it is one of the few 3PLs in the nation to provide primary cargo insurance coverage on every load that it hauls and customer support is provided by the company's own 24/7 dispatch team. Led by CEO Jim Syfan and his sons Greg and Steve Syfan, Syfan Logistics' history includes collaboration with JIT shipping for auto manufacturers and small parcel air freight.

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Challenges

As a 3PL that specializes in perishables and expedited delivery, providing continuous and accurate freight visibility to shippers is vital to Syfan Logistics' business model and customer service. Like many freight brokerages and 3PLs, one of the most significant challenges that Syfan Logistics has faced is how to provide accurate, start-to-finish freight visibility to shippers using a diverse carrier network comprised of owner-operators and small trucking companies — without placing an added burden on either. Finding a tracking solution that is reliable, accurate and appealing to carriers has been difficult.

Syfan Logistics previously introduced several different visibility solutions to its own fleet and carrier network, including its expedited and automotive divisions. The app-less visibility solutions rolled out by Syfan Logistics utilized cell phone-based geofencing that pings nearby cell phone towers to provide approximate locations for trucks and their respective freight. These visibility solutions are designed to provide start-to-finish freight visibility for brokers and 3PLs.

However, compliance and visibility have both proven to be problematic with these app-less solutions. In Syfan Logistics' case, many truckers and carriers opted out of using the solutions at all, because the tracking offered no added value to them. The single-function app-less tracking solutions were seen by carriers as another distraction for truckers, who already are juggling multiple technologies and responsibilities throughout the day. Although some carriers did voluntarily adopt the app-less tracking solutions, the data behind by the solutions often was not accurate.

Challenge

The app-less tracking solutions frequently reported that freight had been delivered when it actually hadn't," said Syfan Logistics' IT Director, Diana Bullington. "It left our logistics staff and carrier partners frustrated, and we were unable to provide accurate freight location information to our shippers, which was problematic.



Because the app-less tracking solutions use cell phone triangulation technology, the location information provided was only approximate, not exact. As a result, the number of checkcalls made to carriers and truckers didn't decrease, as check-calls were still necessary since the freight location information provided by the app-less visibility solutions wasn't reliable.

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Solution

In 2017, Syfan Logistics' leadership team was introduced to Trucker Tools' mobile driver app and its visibility feature at a McLeod Software users' conference. Impressed by the multifunctionality of the driver app and its robust GPS-enabled visibility capabilities, Bullington attended an online demo of the Trucker Tools driver app and accompanying Capacity Tools shortly thereafter.

"During the demo, I could see that the dot representing my location was exact, even showing where within the building I was seated," Bullington reports. "It was obvious then that Trucker Tools could provide the high visibility accuracy that we needed — which other solutions just could not offer."



Instead of utilizing outdated cell phone triangulation data that only offers a radial approximation of a truck's location, Trucker Tools' driver app uses the GPS technology native to the trucker's smart phone to track freight continuously and with high accuracy. Bullington and the company's leadership team were also won over by the accessibility of the Trucker Tools development team and the potential integration with its McLeod Software transportation management system.

Later that year, Syfan Logistics introduced the Trucker Tools driver app to its expedited freight division to test the efficacy of the driver app's load tracking feature, with plans to roll out the driver app across all divisions should the driver app fit Syfan Logistics' needs. Syfan's expedited freight is one of the company's fastest-growing divisions and also its most demanding, in terms of visibility requirements. The Syfan Logistics' leadership hoped the driver app could deliver the accurate and continuous visibility the company had been seeking for several years.

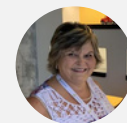
Results

The subsequent results of the Trucker Tools driver app migration were and continue to be outstanding. According to Bullington, the expedited freight division's staff members and shippers appreciate the driver app and the continuous, accurate freight visibility it provides.

"Today, 90 percent of our expedited freight is being tracked using the Trucker Tools driver app, which demonstrates the confidence that we have in Trucker Tools and the integrity of its visibility data," Bullington said. "The visibility provided to us via Trucker Tools is tremendous. It enables our staff to deliver the highest level of service to our shippers — making this a winning partnership for us."



Carriers generally prefer the Trucker Tools driver app over other visibility solutions and tracking-only apps because of the additional value Trucker Tools' driver app provides, including Trucker Tools' Smart Load Board weather, rest stops, traffic, weigh scales, fuel prices, optimal routes, repair shops and more. In addition to providing valuable information to carriers, the driver app allows truckers to upload photos of CODs, which ultimately helps carriers and owner-operators to get paid faster.



Diana Bullington,
IT Director, Syfan Logistics



Following the success with Syfan Logistics' expedited freight division, the Trucker Tools driver app was rolled out to all of the 3PL's other divisions, including its automotive division. Many of its network carriers adopted the driver app voluntarily, even though it was not mandatory. Bullington reports that some truckers were already using the Trucker Tools driver app, as well. In today's market, the success of a broker or 3PL often is predicated on providing a better driver (and thus, carrier) experience. According to Bullington, carriers generally prefer the Trucker Tools driver app over other visibility solutions and tracking-only apps because of the additional value Trucker Tools' driver app provides, including Trucker Tools Smart Load Board, weather, rest stops, traffic, weigh scales, fuel prices, optimal routes, repair shops and more. In addition to providing valuable information to carriers, the driver



app allows truckers to upload photos of CODs, which ultimately helps carriers and owner-operators to get paid faster. The convenience of mobile uploads of CODs is another positive that provides a better experience for drivers. With the Trucker Tools driver app, Syfan Logistics' average tracking compliance success rate is currently 84 percent. During peak periods over the last year, tracking compliance success rates have been as high as 95 percent, far outpacing the tracking compliance success rates for other visibility solutions. As a result of the introduction of the Trucker Tools driver app to all of Syfan Logistics' divisions, freight tracking accuracy (accurate pickup and delivery confirmation) has increased by approximately 50 percent, which has increased operational efficiency and customer satisfaction.

Approximately 60-70 percent of all of Syfan Logistics' freight is being tracked today via the integration between the Trucker Tools driver app and the McLeod TMS.



Syfan Logistics' staff members spend less time making check-calls to truckers and carriers because they can view freight location information directly in the TMS. The number of per load check-calls has decreased by 30 percent because of the accuracy and reliability of Trucker Tools' visibility data. The number of checkcalls per load is expected to continue to drop as more of Syfan Logistics' freight is tracked using the Trucker Tools driver app.

Based on its success with Trucker Tools' driver app, Syfan Logistics has recently migrated to Trucker Tools' Capacity Tools. Bullington reports that Syfan Logistics' managers are already impressed with the load matching capabilities offered, particularly with the potential for tapping into new small carrier and owner-operator capacity for booking reloads/ return trips. Syfan Logistics expects to see an even greater increase in operational efficiency as a result of the implementation of Trucker Tools' Capacity Tools.

The Trucker Tools team also continues to work with Syfan Logistics on custom integrations and, according to Bullington, is always looking to improve its solutions based on feedback. Trucker Tools' developers are currently creating a custom integration with the McLeod TMS that allows Syfan Logistics' carriers to send documents and load details to the Gainesville operations center via text message.

"We rely on our Mom and Pop owner-operators, especially for our sensitive freight capacity, which is why we require a visibility solution that is both accurate and popular with small carriers and owner-operators. Trucker Tools has been able to deliver on both counts," says Bullington. "With the addition of Capacity Tools, we anticipate that our carrier capacity and operational efficiency will keep increasing, giving us confidence that we can continue to outpace our competitors when it comes to delivering the highest level of customer service."

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Diana Bullington, IT
Director, Syfan Logistics



Learn more about how Trucker Tools' Load Tracking, driver app, and Capacity Tools can increase freight visibility and operational efficiency for your company by visiting

TruckerTools.com

Request a Demo



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