

## CASE STUDY

# Sunset Transportation Raises Profitability, Efficiency with Trucker Tools' Capacity Tools



# Executive Summary



Since implementing Trucker Tools' Capacity Tools, Book It Now® and Private Load Board earlier this year, Sunset Transportation has:

- Raised efficiency and profitability without increasing headcount.
- Grown its qualified carrier network.
- Simplified workflows for load planners, making it easier to vet carriers.
- Gained greater control in showing specific types of loads to certain carriers.
- Increased online bookings and offers by 500 percent over a four-month period.
- Boosted reload matches for carriers.



# Background

Sunset Transportation is a Top 10, third-party logistics provider headquartered in St. Louis, Missouri. Jim Williams founded Sunset Transportation in 1989 as a freight agent for smaller carriers with a focus on building long-term relationships. The business was initially run out of Jim's home and included only two other employees. Since then, Sunset Transportation has grown to include eight branch offices across the U.S. and Mexico, 35 agent offices and over 300 employees. In 2023, the company made Inbound Logistics' Top 10 3PL Provider list, coming in at number four and making its sixth year on the list. Sunset Transportation has also been named a Top Freight Brokerage firm by Transport Topics and a Top 3PL and Cold Storage Provider by Food Logistics.

Sunset Transportation provides domestic brokerage, expedite, international, cross-border and customs brokerage, logistics management, and freight audit and payment services in the automotive, commercial construction, consumer and retail, food processing and distribution, heavy equipment, industrial, manufacturing and pet food industries.



# Challenges

In early 2023, Sunset Transportation was in search of a transportation software that would help the company's employees cover loads as efficiently and profitably as possible. The software platform that the company was using at the time was not giving internal teams the flexibility and control needed to achieve these goals of increasing productivity and profit margins.



Sunset Transportation's operations team sought greater control over which loads would be displayed to specific carriers via the platform. The company wanted to reduce inquiries from unqualified carriers and to use a private network (rather than a public load board) through which to interact with carriers.

After demoing several different platforms, Sunset selected Trucker Tools due to the platform's large carrier base, ease of implementation, and advanced load matching features.

With Trucker Tools' Capacity Tools, Sunset Transportation now has complete control over which loads are made available and visible to specific carriers.

## Solution

In March of 2023, Sunset Transportation implemented Trucker Tools' Capacity Tools, Book It Now® app-based booking technology and Private Load Board carrier portal. Trucker Tools' Capacity Tools are integrated with the 3PL's McLeod PowerBroker transportation management system to provide a seamless workflow and user experience for team members. Sunset's Procurement Manager, Greg Brown was trained by Trucker Tools' onboarding and implementation team and subsequently provided training to Sunset Transportation's internal teams.

With Trucker Tools' Capacity Tools, Sunset Transportation now has complete control over which loads are made available and visible to specific carriers. The platform's proprietary algorithm automatically matches uncovered freight with available in network and out of network carriers, greatly reducing the human resources and time required to source truck capacity for individual loads.



# Background

Trucker Tools' Book It Now, which Sunset Transportation also implemented, gives internal teams the ability to post loads that can be booked by carriers instantly through Trucker Tools' free driver app or carrier platform. Load planners and others within the organization can easily see how many carriers have viewed, booked, and/or otherwise interacted Book It Now loads and adjust rates and strategy based on this feedback. Sunset Transportation's Private Load Board, a customized portal through which carriers can book loads and interact with the company, also has provided a sky-high return on investment.

"We get offers and bookings daily and what we cover through Trucker Tools, we cover at a profit," Brown shared. "The platform itself is intuitive and easy to use. We also love Trucker Tools because it helps carriers get accustomed to us. We have built carrier relationships through the platform and have new carriers now hauling for us that we didn't have before. The reload feature is huge for us because it gets these carriers started on using our Private Load Board."

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*Greg Brown  
Procurement Manager  
Sunset Transportation*

# Results

Since first rolling out Trucker Tools' Capacity Tools, Book It Now® and Private Load Board, Sunset Transportation has hit several significant milestones. In a four-month period, Sunset Transportation has increased online bookings and inbound carrier offers via the platform by 500 percent. In the same time span, carrier visits to the company's customized Private Load Board portal have increased 15 times over.



# 1400%

## Growth in carrier logins

**"We love the Private Load Board. When we first started using the portal, we had 100 carriers visiting the portal. By mid-May, we had 1,500 carrier logins."**

"It's been very successful for us and I would absolutely recommend Trucker Tools," Brown said. "The platform has been well-received by the operations team and helps us build relationships with carriers. We love the Private Load Board. When we first started using the portal, we had 100 carriers visiting the portal. By mid-May, we had 1,500 carrier logins."

According to Brown, Trucker Tools often serves as the top of Sunset Transportation's waterfall approach to sourcing carrier capacity. Approximately 50 percent of the loads that the 3PL is posting to the platform are being posted to Trucker Tools exclusively.

"Freight introduced to the Trucker Tools platform is not living long there," said Brown. What makes Trucker Tools different from traditional load boards is that it's a private platform and network through which you can control who can view certain loads.

"Profit margin through Trucker Tools has been better than loads booked through traditional load boards and we have more than doubled our bookings compared to our previous platform."

"We also wanted unified visibility and control in how we source capacity and Trucker Tools' Capacity Tools and Book It Now alongside its Private Load Board, have certainly helped with that."

*To find out how Trucker Tools' Capacity Tools can increase your company's efficiency, profitability and carrier network, join us for a demo.*





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