

CASE STUDY

PINNACLE FREIGHT'S IMPLEMENTATION OF DRIVER CONNECT

INTRODUCTION

Carrier partner Pinnacle Freight, one of Inc. 5000 fastest growing companies, has always been on the forefront of logistics technology. After hearing about Roadvision's mobile dispatch solution, Driver Connect, they were interested in learning how it would help optimize their dispatch operation. Pinnacle's dispatch department was in need of a solution that would provide live freight tracking updates to customers while also reducing the time dispatchers were spending trading calls with drivers. By implementing Driver Connect, they were able to achieve both goals as well as realizing additional benefits of the technology.



Call volumes between dispatchers and drivers decreased by over **72%**



Customers began receiving live freight-status updates **in real-time** directly from the road



Detention times became more accurate, almost to the second, leading to **quicker pickup and drop-off cycles and improved resolution of detention related disputes**

ABOUT PINNACLE

Pinnacle Freight Systems is an asset-based transportation provider offering full truckload, less-than-truckload and warehousing services throughout the United States and Canada. Through a network of company owned trucks, agencies and contracted carriers, Pinnacle Freight Systems provides solutions for shippers needing truckload capacity for temperature controlled, hazardous materials and expedited transport.

“We had over 50 drivers that were calling multiple times per day to get stop information, pick up details, give detention updates, etc. Having the dispatchers and drivers spend much of the day relaying information over the phone was not an optimal use of their time.”



MICHELE COMPELLO
*General Manager at
Pinnacle Freight Systems*

CHALLENGES

Today's supply chain is rapidly evolving, and so to are the expectations of end consumers. Recognizing the “now economy,” Pinnacle Freight needed to proactively give customers real-time freight visibility; ideally using a technology that would also improve operational performance and reduce manual data entry.

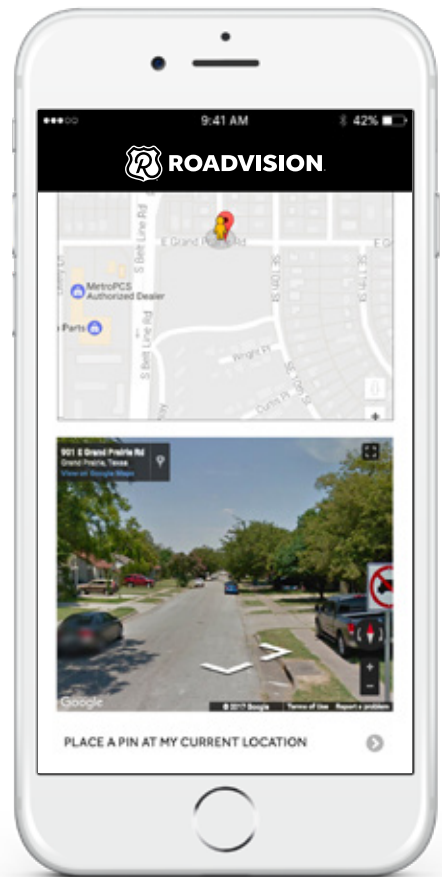
Specifically, Pinnacle wanted to minimize the back-and-forth phone call exchanges between their 50+ drivers on the road and their dispatch team back at the terminal.

Pinnacle Freight Systems wanted a closed-loop solution that could advance their customer's shipping experience while improving operational efficiency. This would allow them to continue to grow without adding new labor costs.

THE ROADVISION SOLUTION

Pinnacle Freight has been running Roadvision's Transportation Management System since 2015. As an early adopter of each new technology that Roadvision brings to market, it was clear that Roadvision's mobile dispatch solution, Driver Connect, was the closed-loop solution Pinnacle Freight needed.

Driver Connect allows each of Pinnacle's drivers to securely manage their trip from any mobile phone or mobile device by using the browser.

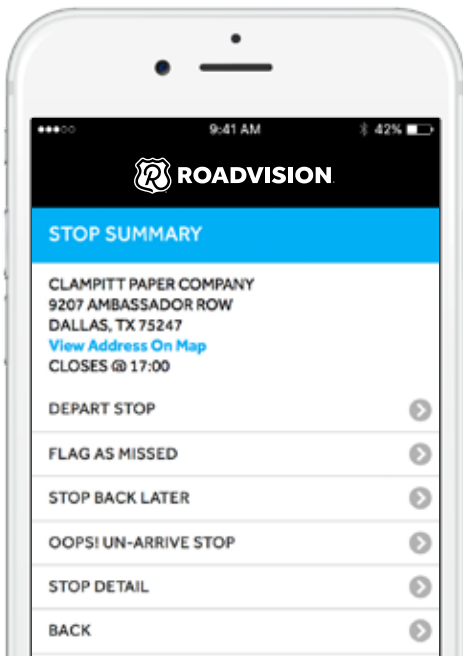


BY UTILIZING THE LATEST IN MOBILE TECHNOLOGIES THEIR DRIVERS CAN NOW:

- ✓ Exchange critical appointment details
- ✓ Capture accurate live arrival and departure times
- ✓ Upload BOLs, PODs, OS&D or claim images
- ✓ Utilize Google Maps and street views
- ✓ Update pickup order details
- ✓ Add new stops and new pickup orders
- ✓ Assign shipment ID numbers
- ✓ Manage trailer drops and hooks
- ✓ Produce accurate detention data as well as GPS breadcrumbs

RESULTS

Pinnacle's drivers now enjoy the freedom and power of being able to manage their trips without bothering dispatchers stop after stop for new details and information. They also appreciate the **ability to easily access real-time stop information and shipment details, as-well-as Google Maps or street view**. Drivers have appreciated the ability to be more self-reliant, while contributing towards the operational efficiency of the company.



Dispatchers can't say enough good things about the new technology. They love how real-time trip information is seamlessly flowing from the road directly into their Roadvision transportation management system. There is no need to manually key in arrival or departure times or detention data. Additionally, if a detention threshold is exceeded, dispatchers are now automatically presented a detention warning for that trip on screen. This allows them to send a message directly to a driver to check on the status without making a phone call.

"Roadvision Driver Connect has proven invaluable to Pinnacle Freight. After implementing mobile dispatching we made some internal changes that resulted in us being without Driver Connect solution for a short period of time. Without it we were forced to revert to gathering data through multiple phone calls from drivers and manually updating trips. The increased time spent on taking calls and data entry was noticeable and felt by the whole team."

MICHELE COMPETELLO, General Manager at Pinnacle Freight Systems



sales@roadvision.com | (603) 298-5721 | www.roadvision.com

© Roadvision Systems. All rights reserved.