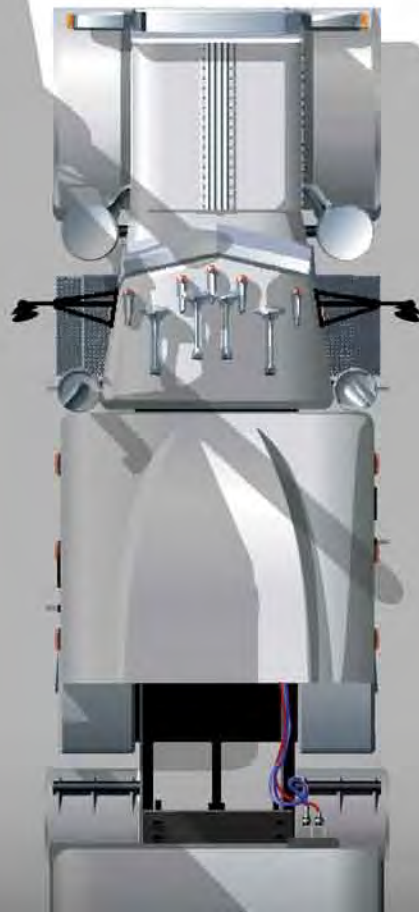


A TRIPLE-SHOT BOOST IN EFFICIENCY

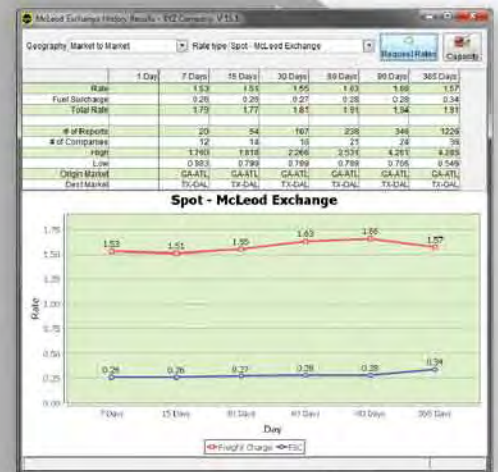
A.M. TRANSPORT USES
MCLEOD'S MARKET INSIGHT,
RAPID ALERT NOTIFICATION SYSTEM,
& ERATE CONFIRMATION
TO FUEL RAPID GROWTH

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At A.M. Transport we want to be as efficient as possible. Put the right tools in the right hands, and it becomes possible to work faster and with greater accuracy. McLeod's Market Insight, Rapid Alert Notification System, and eRate Confirmation are three software tools that have empowered our staff to work more efficiently than ever before. It's clear that the use of these products is one of the reasons our business is growing rapidly.

MARKET INSIGHT— MCLEOD HITS A HOME RUN





In my experience of learning about new software tools, Market Insight stands out. McLeod hit a home run with this product. We've incorporated the rate index side of Market Insight into our standard operating procedures for account managers. Everyone on our staff who is looking for a rate goes to the Market Insight rate index first before looking at other tools.

Market Insight also has a freight exchange. The move by McLeod to build an online community where carriers and brokers can come together to form online partnerships is a smart idea with much potential. Brokers have the loads, and they post them. Carriers can get a first glimpse. McLeod is facilitating this seamless partnership.

MARKET INSIGHT PROVIDES VALUE IN SEVERAL WAYS:

- **OUR QUOTES ARE MORE ACCURATE.**

Before we had the rate index, we had our go-to guys who were the most experienced. They had worked here fifteen or twenty years, so they knew the industry. It would be, "Hey, Buddy, what do you think about this?" Then they would offer their estimate, "Oh, that's \$1.25 a mile." It's not the most scientific way, but we were able to get a rate and give it back to the customer fairly quickly. However, this approach doesn't scale, and as we grew, our accuracy suffered. We needed a method that promoted consistency

and growth. Once we became a McLeod user, we were able to view our rate history within PowerBroker™. Given that past rates are a good prediction of the future, we would check to see what rates we had used in the past for the same lane.

Now with the Market Insight rate index, we can also see data on actual loads that have been entered into the McLeod system by hundreds of other companies who are Market Insight subscribers. A single screen shows us the market average for spot and billed rates alongside our own internal rates. Access to this data has increased the accuracy of our quotes.

- **WE CAN RESPOND MORE QUICKLY TO RATE REQUESTS.**

For brokers, one of the most critical business challenges is responding quickly to rate requests from customers. Our account managers are pinged all day long with these requests, which makes it difficult to churn them out quickly, especially when we're trying to turn around a rate request in less than thirty minutes. A quick response increases the chance we'll get the load. Market Insight's easily accessible rate data has really helped us increase our speed and accuracy.

- **WE CAN GET RATES ON THE FLY.**

It's valuable to us that we can use the Market Insight rate index without needing to build a quote or enter an order. When we want to get a rate on the fly, we can. Being able to do this has made life much better for our staff.



RAPID ALERT NOTIFICATION SYSTEM— VITAL INFORMATION REACHES THE RIGHT PEOPLE AT THE RIGHT TIME



We didn't make use of McLeod's Rapid Alert Notification System at first, but we've learned how valuable this tool can be. Along with some of the standard alerts, such as notifying customers of pickup and delivery, we've found innovative ways to use this technology. Through document designer, we can put whatever we want in the alert e-mail, such as photos or graphic design elements, so we try to have fun with the formatting. The alerts that go out to customers can double as marketing tools. We try to make the messages eye-catching, and we change the formatting regularly.

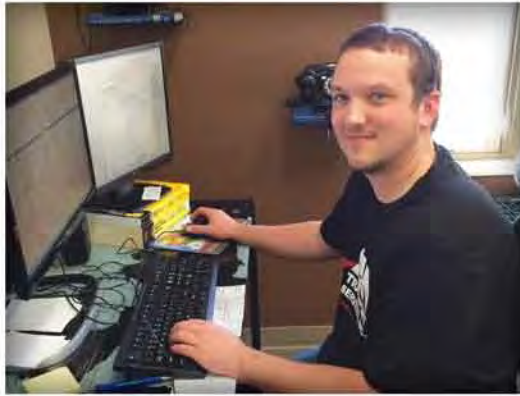
HERE ARE SOME EXAMPLES OF RAPID ALERTS THAT HAVE BOOSTED OUR OPERATIONAL EFFICIENCY:

- **CARRIER AUTHORITY ALERT**

We get a nightly update from SaferWatch CertData. When any DOT or FMSCA data has changed for any of our carriers, SaferWatch automatically changes the data directly in our system. The procedure in the past was to review the SaferWatch e-mails that listed any changes; but we have several thousand carriers in our system, and we didn't have a good way to be certain we were keeping up with the authority status of all of them. So we created a Rapid Alert that goes out whenever a field is changed within PowerBroker about carrier authority. This alert ensures that our safety department can take appropriate steps with any carrier whose authority status has changed.

- **CARRIER AND SHIPPER ALERT**

A valuable alert that we've created helps us avoid specific matches between customers and carriers. For various business reasons,



there are occasions when we don't want carrier X to haul freight for customer Y. We want to use a different carrier for that freight. In the past, we simply posted lists of the combinations to be avoided,

but this was never foolproof, particularly in light of how many new people we've hired recently. Now we've set up an alert that goes out whenever certain carriers are assigned to certain loads. It doesn't prevent the order from going through, but as soon as we assign the carrier to this load—before we send them a rate confirmation or take any action beyond assigning the load in our system—an e-mail goes out to specified people saying, "Warning! This is not allowed. It must be changed immediately."

- **NEW CUSTOMER ALERT**

Our inside salespeople are focused on signing up new customers. This alert celebrates their success. Any time a new customer has been entered into the McLeod system, about ten key people, including the president and the sales manager, get an alert. It's a pat on the back for a job well done.

- **OS&D ALERT**

Any time an OS&D claim is entered into the system an alert goes out to the people who need to know, such as our operations manager, the customer's account manager, our claims manager, and the billing department. Everyone can start working proactively as needed to handle the issues involved. This way no one is blindsided. No one is saying, "I wish I'd known about this OS&D earlier."



eRATE
CONFIRMATION
—A GAME-
CHANGING
TOOL THAT
MAKES THE
FAX MACHINE
OBSOLETE



Rate confirmations are crucial at A.M. Transport. Our policy requires that we have a signed rate confirmation from a carrier before we'll give them the pickup number or other specific information about the load. When I first started working here, the standard practice for brokers was to fax rate confirmation sheets to carriers. After the carriers fill out the sheets, they would fax them back to the brokers. All of the data coming from the carrier would be manually entered into the broker's dispatch system, which meant there was ample opportunity for data-entry mistakes. There also could be problems deciphering the handwriting. In comparison to our procedure today with McLeod's eRate Confirmation, faxing is terribly inefficient. It's slow and invites error.

When we started using PowerBroker, we gained a great seamless way to e-mail rate confirmations. This eliminated the need to fax the document to the carrier, but the carriers still had to print them out, sign them, and fax them back to us. We'd get them as they printed out on the fax machine and put them in a pile. Someone would scan them and process them in imaging. Someone else would call up the image, look at it, decipher the handwriting—"Is that a four or a seven?"—get the

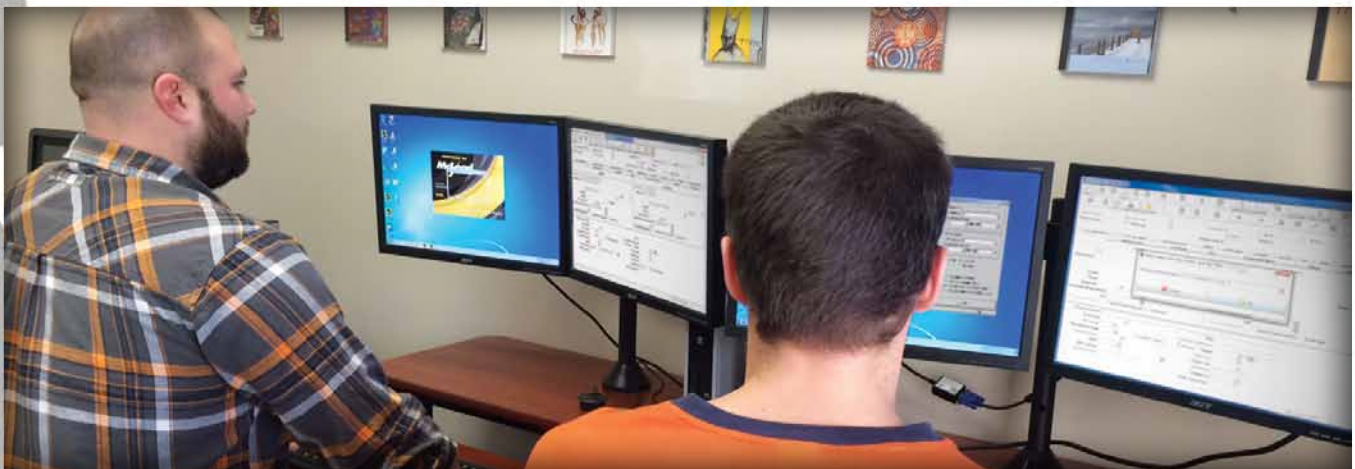


relevant data, and type it into the fields on the screen. So the entire process still involved a considerable amount of inefficiency and wasted time.

With the eRate Confirmation we can send the carrier a web link, which they follow. The carrier has the option of filling in the driver's name and cell phone number, the tractor number, and the trailer number.

After putting in their information, they click agree and a confirmation is sent back to our system. This clearly reduces the transaction time for the carrier, and it reduces their frustration. Once they hit submit, all of their data flows into our fields within PowerBroker. It populates those fields so that we don't have to spend time entering that data or risk making data-entry errors.

This is probably one of the most game-changing products that I've seen McLeod release recently. It's a product that will help every single broker that has PowerBroker. The inefficiency of faxing rate confirmations isn't just an A.M. Transport issue; it's an industry-wide problem. But as more and more brokers and carriers increase their use of the technology available today, there's an opportunity for the entire industry to move toward higher levels of efficiency and service.





MCLEOD HELPS A.M. TRANSPORT CREATE JOBS

A.M. Transport is located in Olney, Illinois, which is a small town of around 8,000 people. It takes good people to build a successful company, and we have a great team. Technology plays a role by enabling everyone on our staff to work more efficiently. We are reaching new levels of productivity, and this is fueling our growth. Part of our mission as a company is to create good, purposeful jobs in the community, so that more of the people who grow up here can stay and make a good living. By supporting our efforts to increase efficiency, the software tools from McLeod are helping us achieve this part of our mission.

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