

GETTING  
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HOW  
INVESTING  
IN MCLEOD  
SOFTWARE  
PAYS OFF FOR  
CARRIERS

**E**very major capital investment a company makes must bring a solid return on the money spent. Ultimately the rate of return must be better than the rate that could be achieved by any optional investments. McLeod Software users are getting a powerful ROI in a variety of ways. Companies can point directly to savings derived from leaner and better processes, improved asset utilization, faster cash flows, and lower labor expenses. In addition, improved operations bring a return that goes beyond simple ROI calculations.

The bottom line is that by making the move to McLeod, companies reap a solid ROI from improvements across the enterprise. They operate more efficiently and have higher productivity. They elevate their customer service and make life better for their drivers. They use McLeod's automated work processes and real-time visibility into operations to gain a competitive edge. Styer Transportation and Parrish Leasing have tangible and concrete examples. Managers from these two companies share how their companies have profited from investing in McLeod.

# STYER TRANSPORTATION

**S**tyer Transportation is a dry van carrier that has an average LOH of about 375 miles. They haul freight across the country, but specialize in the upper Midwest. "The McLeod system is saving us time across the enterprise" says Mel Simon, president of Styer Transportation. "I estimate that each month we save over 100 hours in dispatch and over 50 hours in billing. We're saving time in other ways and labor savings is only one way we gain our ROI."

## Dispatch

- **MCLEOD'S MOBILE COMM INTERFACE MAKES DRIVER COMMUNICATION EASY**

"McLeod's interface with our mobile comm system has had a huge impact on our business by facilitating the flow of information from the drivers. For example, when they make a delivery or a pickup, have shortages, or experience problems with the trailer, everything gets communicated to us electronically. It shows up immediately in the planner or driver manager environment. Previously drivers were making multiple phone calls to let us know about pickups, deliveries, and everything. The process was much more cumbersome. Imagine reading off addresses and phone numbers to the drivers. The



drivers would be on cell phones, maybe in noisy areas, so that dispatchers had to repeat information over and over again.”

- **DISPATCHERS SPEND LESS TIME ON THE PHONE**

“Our dispatchers tend to think that out of their 8-hour day, they’re on the phone for 7 ½ hours. We actually have documentation of how long they’re on the phone and it averages less than an hour and a half out of their 8-hour day. Most information is handled through the system now.”

- **DRIVERS ON DEDICATED RUNS DON’T NEED TO CALL AT ALL**

“Our mobile comm connection provides our biggest time saver with the drivers on our regular dedicated runs. They’re doing the same thing all week long. We assign their loads to them in the beginning of the week and we check the system first thing in the morning and can see that they made their pickup and delivery on schedule. They just go get their work done.”

- **WE DETECT OUT-OF-ROUTE DRIVING IMMEDIATELY**

“One of the tools we use is McLeod’s out-of-route tracking. If a driver goes out of route or if they were late, we get an alert, so the system automatically lets us know.”

- **ORDER ENTRY IS SIMPLIFIED**

“We save a lot of time on entering loads that we do over and over again. Once an order is in the system, you can create a recurring order out of it. Those don’t have to be redone each load. The retrieval of past information is right at your fingertips, so if we did that load a year ago, we can still find it, create a duplicate of it, update the dates, and not have to enter everything else. It’s all there. All you have to do is click in the right place, and it repopulates the fields for the new order.”

## **Billing and cash flow**

- **RENDITION BILLING HAS STREAMLINED THE BILLING PROCESS**

“We are saving tons of time with billing. Essentially we use the system to create the bills, hit a button, and the system handles it all. At this point, we probably mail two or three invoices a day. The rest of them are all going out electronically. Before, we had none of them going out electronically. They had to be printed, sorted, and bundled up. Bills arrive at the shipper instantly now, instead of taking the time to be handled by the postal service, and you have proof that they’ve received it.”

- **BILLING ERRORS ARE ALMOST NONEXISTENT**

“We know the invoice going out has the correct rate, because every customer has a contract rate in the system. These days, if we have one invoice a month that is challenged, that’s a bad month. Prior to having this ability through McLeod, every invoice had to be manually checked to ensure that the rate was correct. The billing clerk had to look at a paper invoice and compare it to a paper contract and make sure everything lined up correctly. It takes time to do this and there’s some chance that an error will be made in the process. Now this is all handled electronically with almost 100% accuracy.”

- **OUR CASH FLOW IS BETTER THAN EVER**

“Our cash flow is better and that’s something we monitor on a daily basis. At the click of a button, we can go into the customer record, click on the ‘average days of pay’ field, hit totals, and it tells us what we have outstanding, average days to pay, and the number of records it is using come up with that number. We’re getting things done a week quicker with McLeod. That really makes a difference to our business.”

## Access to data and improved efficiency

- **MCLEOD GIVES US ROBUST DATA THAT CAN BE ANALYZED EASILY**

“One of my favorite things about McLeod is the robustness of the data and being able to pull it out and put it into Excel or a Word document. You can put it in a PDF file if you don’t want people editing it. You can manipulate the data however you need it. For example, if we have a tax audit, we may need to show how much was given to employees as medical benefits. We can pull the medical information and be able to provide that alone. So instead of printing out a hundred pages and manually figuring out what we paid everyone on medical premiums, we can go into the system, identify the item needed, specify a date range, and it will tell us what the total is. We can export this to Excel. We no longer need to print it out and enter it into Excel manually. We also don’t necessarily need to print anything. It can just be emailed to someone in that format.”

- **WE CAN GET INFORMATION WE CAN UNDERSTAND MUCH MORE QUICKLY AND WE TRUST THE DATA**

“We’ve set up custom financial reports that give us easy access to some great data. At the end of every month, it takes only about 15 minutes for me to be able to look at every line item, including cost per mile for each of the items. Previously it took me three or four hours to get this information, and then I wasn’t even 100% confident it was right, but with McLeod, I completely trust the data. I can use this visibility to locate problems and give my attention to things that need my attention. Maybe we didn’t do so well on this customer or this lane. Something is not working right. What happened here? We can solve these problems and prevent them from happening again. We can look at orders and moves by customer, by lane, and by shipper. We pull those down every month for our core group of customers and see how we’re doing on each lane for those customers.”

- **WE’RE IN A BETTER POSITION TO NEGOTIATE RATES**

“Having this detailed visibility into our business certainly helps with rate negotiations when you sit down with a customer. You can point out to the customer that things are going well over all, but that there is a problem in this one lane, so we’d like some help on that one. Customers like it when they can see concrete information about how their business affects your business. The McLeod system can show us where we’re making money on the lane-by-lane and customer-by-customer level.”

- **IMPROVED EFFICIENCY CREATES A BETTER WORK ENVIRONMENT AND BETTER CUSTOMER SERVICE**

“We haven’t reduced our staff, but we’ve been able to spend more time with staff doing problem-solving and working on workplace culture. The environment is a lot quieter when you don’t have three or four people on the phone at the same time. From that angle, we have really improved as an organization. We’ve become more responsive to customers. We respond to them quicker, because we’re not distracted by the day-to-day mundane stuff, which is now handled by automated work processes. We’ve been able to improve our culture. If we get an email or a call from a customer who raises an issue, we’re able to jump on it immediately, because we’re not trying to catch up on 15 other things.”

## Drivers

- **DRIVER SETTLEMENTS ARE ACCURATE AND QUICK**

“Every time we deliver a load, we handle the driver settlement immediately. As soon as that load gets delivered, we transfer it over to our settlements. The accuracy is unbelievable there. In the past, we would need to compare paperwork in the office to the paperwork the drivers turned in to see if it matched. Most of the time it didn’t match. With the mobile comm interface, we’ve got all of the data we need. We know when they started that day, when they finished that day, how many miles they ran, and more. It’s all right there. The mileage transfers over, the same as it does to the billing side.”

- **OUR DRIVER MANAGERS  
FIND IT EASIER TO GET TO KNOW  
THEIR DRIVERS**

“The ease of access to driver data helps driver managers get to know their drivers. This is part of the culture we promote. When a driver has a birthday, everyone knows it. One of the things I do personally is I call them myself, but if anyone else in the office has reason to call a driver, the system reminds them to wish the driver a happy birthday. Also, given that more of the work is automated, driver managers have more time to listen to their drivers. Instead of reading them an address six times, you can talk to them about how their day is going, what’s going on at home, and things like that.”

- **WE CAN SHOW OUR DRIVERS  
DETAILS ABOUT THEIR BENEFITS**

“Our drivers make a good living and they’re treated well, but if you’re not in our organization, you don’t know that, so we’re working on selling ourselves to the driver pool that’s out there. One of the things we’ve done is hire a full-time recruiter who spends a lot of time on social media. He’s able to discuss in detail with potential drivers where we run, what the loads are like, what equipment is involved, how many loads are handled each week, and more. We’ve put together total benefit packages and we can show drivers how the benefits actually add up to a higher compensation overall, once you factor in medical, dental, 401k, and such. The McLeod system helps, because all of that real-time accurate data is available to share. We’ve been able to give our drivers these statements the last couple of years. Drivers can see not only what they make per mile, but also how much more the benefits add to that.”



# PARRISH LEASING

**P**arrish Leasing was founded by Herschel and Elaine Parrish in 1970. The Parrish family still owns the company today, and the third generation has an active role in the day-to-day management of the fleet. The company has 100 trucks. Approximately 80% of the business is dry van and approximately 20% is flatbed. They run across the country, but concentrate on the Midwest.

Deb Douglas, Controller, researched new software for years and kept coming back to McLeod. “I read about them in Transport Topics, heard about them at industry events, and of course you see the ‘Powered by McLeod’ signs on the back of so many trailers out on the highways,” Douglas says. “Until we had McLeod, I didn’t fully realize what software should have been doing for us from the beginning. The ease of use, the access to information, and the McLeod culture as a whole have made us confident in our decision to purchase McLeod software as our transportation management system.”

## Access to data

- **THE SEARCH FUNCTION MAKES IT  
EASY TO ANSWER QUESTIONS**

“I use the search function in the McLeod system all the time,” says Donna Kisgen, Operations Manager. “We like being able to get information on the fly. For example, I can find driver information that I need,



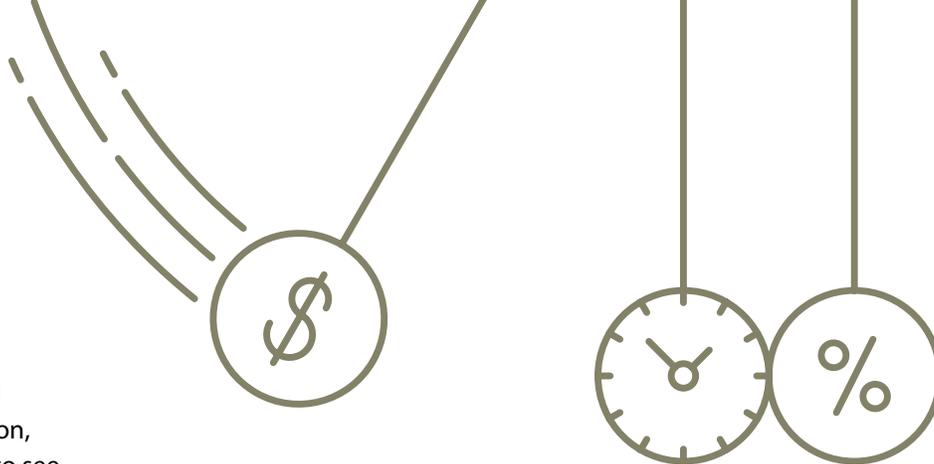
find past customer information that I need, or research a random load. If I'm looking for a location we've been to, I can search on locations. If I'm looking at a customer we've worked with, I can search on customers. Any field that you think you can search on, you can. Sometimes we need to see if we're still getting the same amount of freight from a customer that we did a month ago. You can just search on sheer number of orders. If we're going to go to a customer for a rate change or more freight, we can get the facts in place beforehand easily. And now that we've got a solid five or six years of data in there, it's even more valuable. It's all so easy and right there at your fingertips. You just can't beat it. I've worked elsewhere and with many different software programs, so I appreciate McLeod."

- **WE HAVE QUICK ACCESS TO DATA FROM ANY COMPUTER**

"I love that I can access the same data from any computer in the office," Kisgen says. "I tend to float around the office and I try to be available for anything that comes up. If I take a phone call in one room and it's a broker asking about the status of a load, I can find that information easily and take that task off the dispatcher's plate without walking into the dispatch room to ask. The matter is handled. This sort of functionality is invaluable."

- **THE MCLEOD ANYWHERE MOBILE APPLICATION ON OUR PHONES IS A FAVORITE**

"When I was growing up," Kisgen says, "my parents received many phone calls in the middle of the night and would often have to run to the office to get information or send money for repairs and lumpers. Now, with McLeod Anywhere, those interruptions away from the office can be handled easily and quickly, giving us more quality time with our families, which means a lot. I once sent money to a driver for a lumper while walking into church on Sunday morning. It's that easy!"



## Productivity and efficiency

- **RENDITION BILLING SAVES TIME AND MONEY**

"Due to Rendition Billing our billing clerk is one of McLeod's biggest fans," Douglas says. "Typically when you implement a new system, there's push back and time to adjust. With this module, it was full speed ahead. Once everything related to a load has been captured—BOL, scales, tolls, and other requirements—that bill processes almost by itself. We are saving on postage, labor time, and paper. The bills get emailed and faxed straight out of our system instantly and in turn, our cash flow is the best it's ever been. It's these automated processes that are happening behind the scenes in McLeod that I find the most exciting."

- **WE SAVED A WHOLE POSITION THROUGH INCREASED PRODUCTIVITY DUE TO EASE OF USE**

"One of our driver managers moved to a different position and the other driver managers were able to absorb her work seamlessly," Douglas says. "We can do more with the same number of people throughout the company."



- **MCLEOD'S EDI CAPABILITY HELPS US WIN BUSINESS AND BE MORE EFFICIENT**

"For some shippers today, EDI is a prerequisite to doing business together," Douglas says. "Being able to say we have EDI capability has opened many doors. Sharing the information electronically keeps everyone in the know, saves phone calls on both sides, and saves on human error."

- **AUTOMATION REMOVES THE OPPORTUNITY FOR HUMAN ERROR**

"In the past, we would give an address to drivers over the phone," Kisgen says, "but now they get this information visually in their cabs through the mobile comm system. There's less chance for error, because it's less manual. We've saved a few bad deliveries simply by avoiding the miscommunication that can occur in a conversation."

- **MANY TASKS ARE A SNAP NOW**

"The McLeod system delivers an ROI in so many ways," Kisgen says. "For example, a driver was stopped at a scale and needed a copy of his registration. Because it's all scanned into the system, we could send it right there from the computer. In no time the scale master had it and the driver wasn't stopped any longer. How many dollars is that worth? I can't say. It's been, like the MasterCard commercial, priceless. I do know that it all adds up to making us more efficient and more profitable."

## **Drivers**

- **DRIVERS GET ACCURATE SETTLEMENT DATA ELECTRONICALLY**

"Every week the drivers' settlement statements get emailed directly to their smartphones," Kisgen says, "so they're out there on the road and they know exactly what they've got coming into their checkbook on Friday. And we know the data is accurate, and that's important. In the past, we had occasions when a run might be mistakenly missing from a driver's settlement. This was just human error, never intentional, but whenever it happened, it made us look bad to the drivers. That doesn't happen anymore."

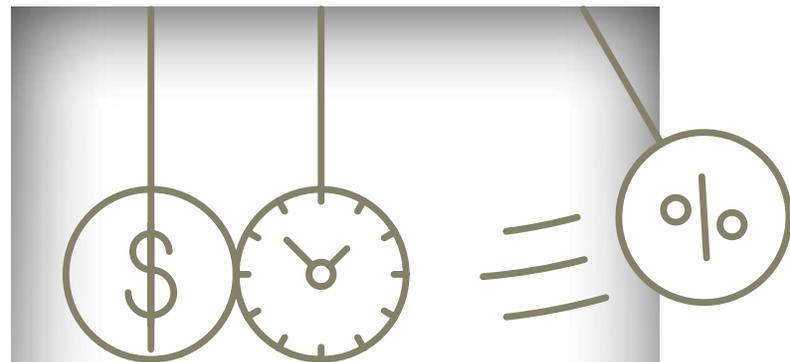
- **MCLEOD HELPS WITH DRIVER RECRUITMENT AND RETENTION**

"Another way our investment in McLeod pays back is our image with drivers," Kisgen says. "Drivers see the McLeod name out on the back of trailers all over the road showing them we have made a substantial investment in technology. I think this shows our drivers and prospective drivers that we're committed to them and that we're committed to this company and this industry. McLeod definitely makes us look good—to our drivers and our customers."

## **Customer service and training**

- **MCLEOD CUSTOMER SERVICE IS GREAT**

"The training and customer service have been amazing," Douglas says. "We're really happy with the way we've had access to people at McLeod who can help us fully utilize the system."



## **MCLEOD LEVELS THE PLAYING FIELD FOR ALL CARRIERS**

*"McLeod is always innovating and listening to the needs of its clients, giving us cutting edge product development and capability that in the past only the biggest trucking companies had access to," Douglas says. "Because of this and their quality staff, we know we have hitched our wagon to the right horse!"*

## THE RETURN ON YOUR INVESTMENT IS THERE

**I**nvesting in McLeod Software pays dividends. Through improved efficiencies, you can handle a larger volume of business with the same number of personnel, so you save on labor. Through better customer service, you can attract more business, so you increase revenue. By providing a better working environment for your drivers, you make their lives better, so you boost driver recruitment and retention. In these ways and more, the ROI is there. For company after company, McLeod Software is an investment that pays for itself.



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