REAPING THE REWARDS OF DIGITIZATION

Parade
CAPACITY MANAGEMENT

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Business was good at **Greenbush Logistics**. At the Abbeville, AL-based transportation operation, a talented group of reps and an insightful leadership team were working together to achieve growth at scale. However, leadership could see that their tech stack would eventually fall behind the times. They decided to add **Parade capacity management**, a tool that would integrate with their current TMS by **McLeod Software**, and they've experienced success right out of the gate.

THINGS YOU'LL LEARN ABOUT

The challenges **Greenbush Logistics** was facing and why they turned to capacity management

How visibility isn't only vital for management but is a crucial part of gaining buy-in from their team

The role integration between **Parade** and **McLeod** has played in their new tech success

How **Greenbush** is maintaining a personal touch with carriers while reaping the benefits of digitization

BEFORE PARADE, GREENBUSH LOGISTICS STRUGGLED TO COVER SOME LANES

Before adding capacity management that integrates with their TMS, **Greenbush Logistics** faced many of the same challenges freight brokerages relying on traditional technologies do, despite that their business model doesn't necessarily follow a traditional brokerage model. **Greenbush** is essentially a shipper and a carrier, offering 3PL services on top that. The company had built a great network of local, mom-and-pop type carriers that they could trust, but they were still lacking coverage in some areas.

Their main challenge was those tough-to-cover lanes. Sometimes it would take 4-5 days to cover those lanes that were seemingly less popular with their carrier base. After just a couple of months with **Parade** enabled and integrated with their TMS, **McLeod Software**, the brokerage is experiencing huge successes and tackling the challenges that once stymied them, including reducing the time to book those hard-to-cover lanes down to hours from days.

GREENBUSH LOGISTICS IS USING DIGITIZATION TO ENHANCE THEIR SERVICE TO CARRIERS AND CUSTOMERS

The company gained access to new capacity

By adding **Parade** to their tech stack, **Greenbush Logistics** has access to capacity they didn't have before. Because their carrier vetting process is even more strict than the average freight broker, adding capacity isn't a feat easily or quickly accomplished, but **Parade** has helped them do just that. They have

strengthened partnerships with their current carriers and formed new partnerships with carriers they can count on. The company had 30 digital bookings and 727 quotes come in from **Parade** syndication partners over a 30-day period.

Through automated outreach, **Parade** even helped them discover that some of the carriers they had already built relationships with actually had the capacity to run some of their tough-to-cover loads, and in some instances, the carriers even favored those lanes.

New visibility is paying off big

McLeod offered **Greenbush Logistics** a great view of the loads that their carriers were taking so that reps had the information they needed to find capacity, and **Parade** takes it a step further. 21% of **Greenbush**'s loads have direct matches, and 100% of their loads have warm leads. This newfound visibility is allowing them an unparalleled level of carrier re-use so soon after launching, with 90% of volume being covered by carriers who have taken 4+ loads.

Parade has served Greenbush in other ways

Gaining buy-in from their team was a big concern for **Greenbush** as it is at many brokerages. This industry is full of people who have been good at their job for a long time, and that can lead to resistance when it comes to new technology. **Greenbush** used **Parade**'s internal reporting to show their team just how effective the system could be, and those black-and-white results have encouraged their reps to engage with the **Parade** system.

The collaboration between Parade and McLeod opens the door to more Streamlined Operations

The teams at **Parade** and **McLeod** are still working tirelessly to ensure the two systems can interact in a way that totally meets **Greenbush**'s needs, but their team is already noticing how the data that flows back and forth between **Parade** and the TMS is enhancing user experiences in both programs.

Data from **McLeod**'s customer master files passes seamlessly into the **Parade** system, which helps to streamline the carrier vetting and on boarding processes. Their teams can see loads from either program, expediting the matching and booking process and allowing reps to work from just a few screens.

Greenbush still values a personal touch

In **Greenbush**'s first month live with **Parade**, their team got 159 digital bookings. However, while their team is embracing their newfound digitization, they still get in touch with each carrier to confirm load details. The **Parade** system could do that, but they chose to maintain that personal touch with their carriers.

This approach and the success **Greenbush Logistics** is experiencing with these new tools goes to show that brokerages can have their cake and eat it, too. Brokers can reap the rewards of digitization while still maintaining the same personal connections they always had with their carriers, right down to reaching out to confirm each load.

Strong carrier partnerships allow Greenbush Logistics to serve their customers better

Some **Parade** customers adopt the program with a goal to improve margins, but **Greenbush** wasn't concerned about that. Their desire to save money stemmed from one of their core values: serving their customers better. **Parade** allows **Greenbush** to pass along freight savings to their customers.

Greenbush's experience with **Parade** goes to show that the tech experience can be tailored to specific business goals and values when you work with the right technology partners.

Would you like to learn more about the partnership between **Parade** and **McLeod Software** and what it could mean for your brokerage if you decide to add capacity management to your tech stack?

Reach out to the **Parade** team at **parade.ai/contact-us** to speak with our reps.

" We've developed better and stronger partnerships with our core carriers already, but the best thing we've gotten out of it is that we got out of it was lowering the freight costs for our customers while still remaining profitable. That's a win-win for everybody. "

BLAKE WALLACE
Account Manager at Greenbush

ABOUT **GREENBUSH**

Greenbush Logistics was born out of service to parent company, **Great Southern Wood Preserving**, Incorporated (the largest distributor of pressure-treated pine in the nation). **Greenbush Logistics** cut its teeth in the time-and service sensitive freight management industry. The experience in helping customers thrive on Just-in-Time inventory management quickly developed **Greenbush**'s know-how of managing a fleet of trucks across a large geographic region. This knowledge has helped us cultivate a reputation as a trusted freight management source.

Because **Greenbush Logistics** is a family-owned business, our employees are much more than just a number. They're more like family. That's why we take great pride in seeing our employees (and their families) succeed in life. Every day, members of the **GLI** family come to work with one goal: exceed customer expectation. By providing timely deliveries and unparalleled service, we strengthen a relationship that will grow in the years to come.

ABOUT **MCLEOD SOFTWARE**

McLeod Software is transforming the trucking and transportation industry with the leading software for trucking dispatch operations management and freight brokerage management. Our customers use business process automation and insight from business intelligence to improve their customer service and operating ratios, attract and retain the best drivers, and automate their crucial business processes.

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McLéod Certified Integration Partner™

Greenbush LOGISTICS, INC.®

ABOUT US

Parade is the leader in software for freight brokers, offering truckload capacity management to drive carrier access and digital transformation. Reimagine freight brokerage operations through transformational software workflows, technologies like AI, and the **Parade** partner ecosystem. Manage relationships efficiently, increase truckload capacity, and re-utilize carriers to find the right truck at the best price at the right time. Brokers and 3PLs book more loads, increase operational efficiencies, and boost productivity to grow customer profits. **Visit us online at Parade.ai.**

Contact us today for a free demo at **sales@parade.ai**