

# AUTOMATE YOUR TELEPHONE INTERACTIONS

WITH MCLEOD  
TELEPHONY  
INTEGRATION

OVERDRIVE LOGISTICS  
& SYFAN LOGISTICS  
NOTCH EFFICIENCY GAINS  
BY APPLYING BUSINESS  
PROCESS AUTOMATION  
TO PHONE CALLS



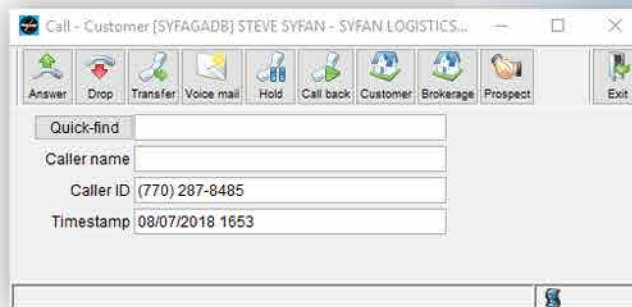
**H**UNDREDS OF PHONE CALLS are made every day at carrier, broker, and logistics companies. People on your staff are speaking to drivers, carriers, customers, and more. If you save even a few seconds on each of those calls, you end up saving significant amounts of time over the course of a week, a month, and a year. By providing click-to-dial capability, the McLeod Telephony module shaves off a few seconds from every outbound call. Just click on phone numbers that appear on the screen in PowerBroker or LoadMaster, and the system dials the number for you. An additional benefit of automated dialing is that you eliminate dialing errors, which may happen more often than we like to admit.

The time lost may seem minimal, but here again, over the course of a year it adds up.

McLeod Telephony also saves more than just a few seconds with inbound calls, because it eliminates most of the friction of making and receiving calls for your users. When a call comes in from any phone number that is associated with data in the McLeod system, an inbound notification window appears the moment the phone rings. This window tells you immediately who the caller is and uses this information to access and display vital information related to that number, such as details about a customer, a driver, or a load in progress. The time you save on both outbound and inbound calls means you can accomplish much more each day.

The gains that you can achieve in efficiency are valuable on their own, but they bring other benefits as well. Your business contacts notice when they call in and you

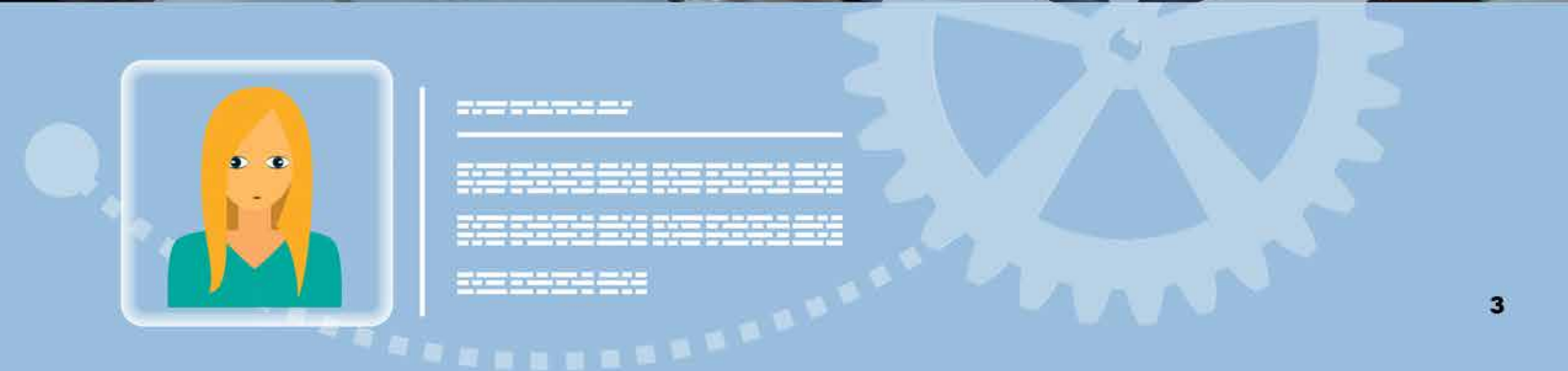
immediately have all of the vital details at your fingertips. They notice that the calls are handled quickly and professionally. You're saving time not only for your staff, but also for drivers and the staff at carriers and customers. Every one prefers to do business with organizations that have high standards of professionalism, and McLeod Telephony helps you raise your performance to a new level.



Overdrive Logistics and Syfan Logistics are two McLeod customers whose personnel are performing more efficiently through the use of the Telephony module. Both customers worked with Clear Choice Telephones, a McLeod Software partner, to install ShoreTel phone systems, which integrate with PowerBroker and LoadMaster through the Telephony module. The ShoreTel system offers several valuable features, such as the ability to track an assortment of metrics about phone usage by your staff and the ability to maintain a library of recorded calls. Recorded calls can be useful as training tools and as a means of verifying facts in a dispute.

Gary Copeland of Overdrive Logistics and Diana Bullington of Syfan Logistics talk about the benefits their companies are gaining from the use of the McLeod Telephony module.





## CASE STUDY:

# OVERDRIVE LOGISTICS

**O**verdrive Logistics is a 20-year-old freight brokerage company based in Gainesville, Georgia, with additional sales offices in Roanoke, Virginia and Allentown, Pennsylvania. The company serves the continental U.S. and Canada and offers transportation solutions for both refrigerated and dry truckload as well as LTL freight. They are experts in time-sensitive loads and handle a high volume of multi-pick and multi-drop loads every day. "Staff that we've hired who had never used click-to-dial nor seen the inbound notification window feature are thoroughly impressed once they see the Telephony features, because they really do make life easier for them," says Copeland, vice president of Overdrive.

## OUTBOUND CALLING IS FASTER

"By using the click-to-dial feature, we make outbound calls faster and ensure that we're dialing the correct number. We're saving a little bit of time with each call by not needing to dial the number, and with other calls we're saving time by avoiding the need to redial if we misdialed the number initially."

## DIALING CARRIERS IS A SNAP

"The people who make the most outbound calls are the members of our staff who deal with carriers, so we're dialing a lot of different numbers. We're also dialing carriers that we find on load boards, and we can click-to-dial those also."

## WE ALWAYS KNOW WHO THE INBOUND CALLER IS

"Whenever a driver, carrier, or customer calls in, there's a McLeod generated caller ID box that pops up, and from that box you can access all kinds of information. If it's a carrier calling in, with one click you've got all of their load information pulled up. If a customer calls in and wants to check on a load, the phone number will key up the most recent load for that customer."

## WE DON'T WASTE DRIVERS' TIME

"If it's a driver calling in, we can go right to the order that he's hauling for us or picking up for us. That way, we don't have to ask him for his name and his trucking company. We don't have to verify anything with him. We can see that it's Fred with XYZ Trucking and that he's picking up for us in Cornelia, Georgia and going down to Atlanta. The driver loves that we don't have to spend time looking all this up and verifying who he is. We've got him verified and we're able to call him by his name right off the bat."





## WE CAN CATCH FAKE CALLERS

"If someone calls in and says he's with a certain carrier we already use, we'll know right away that he's not calling from that carrier's number. We can catch people who are trying to impersonate valid carriers."

## OUR BUSINESS PARTNERS ARE IMPRESSED

"If we can be more efficient with drivers, carriers, and customers, and don't need to ask twenty questions to find their load, everyone benefits. The smarter we can be on our end of the phone, the more they're

going to like doing business with us, because it's going to be easier to do business with us. In this market, you want to make it as simple as you can for every interaction with a driver or dispatcher."

## THE IMPLEMENTATION WAS PAINLESS

"Implementing the Telephony module was easy, simple, and it went smoothly. Our people were able to start using it right away because it's very intuitive."



## CASE STUDY:

# SYFAN LOGISTICS

**S**yfan Logistics, which is based in Gainesville, Georgia, offers logistics services and freight management. The company services van, reefer, and power-only modes of truckload freight for destinations across the country. "Telephony saves you little bits of time repeatedly, so it adds up to significant time savings," says Diana Bullington, IT Director at Syfan. "The benefits far outweigh the costs."

## INBOUND CALLS ARE STREAMLINED

"If someone calls in, we can see what load is associated with that phone number. We can instantly click to the load and have all of the load details right in front of us when we're talking to that driver or whoever is calling in on the phone. Instead of spending 30 seconds, a minute, or more, clicking through screens and making choices from dropdown menus, we have the information in 2 seconds."

## OUTBOUND CALLS ARE NEVER MISDIALED

"You have click-to-dial, so if that driver's phone number is in the load file, you can click on that phone number and it will dial it for you. You avoid any chance of dialing the wrong number."

## IT WORKS FOR ALL PHONE NUMBERS IN POWERBROKER

"Wherever there is a phone number recorded in PowerBroker, you can do a click-to-dial on that number. It's the same thing with inbound calls. It will show you who the caller is."

## EVERYONE AT SYFAN IS USING TELEPHONY

"Many different people at Syfan use the Telephony module features, because there are all kinds of reasons to make phone calls. You could be calling customer sales or shippers. You may be making a call about routing, dispatch, or getting an appointment with the freight receiver. You might be calling one of the thousands of carriers in our system. And of course once a carrier has accepted a load, we want to be able to talk directly to the driver. The main people calling in are the drivers."



## TELEPHONY IS EASY

"Adjusting to the Telephony features is simple. There's really no learning curve, because it's part of the McLeod Software environment."



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# MCLEOD HELPS YOU BRING BUSINESS PROCESS AUTOMATION TO YOUR PHONE CALLS

**P**hone calls continue to be one of the core methods for communicating with drivers, carriers, and customers. By applying business process automation to phone calls, McLeod saves you time and puts vital information for each caller right on the screen in front of you. You become a more efficient company and a more attractive business partner. The McLeod Telephony module gives you that edge.



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