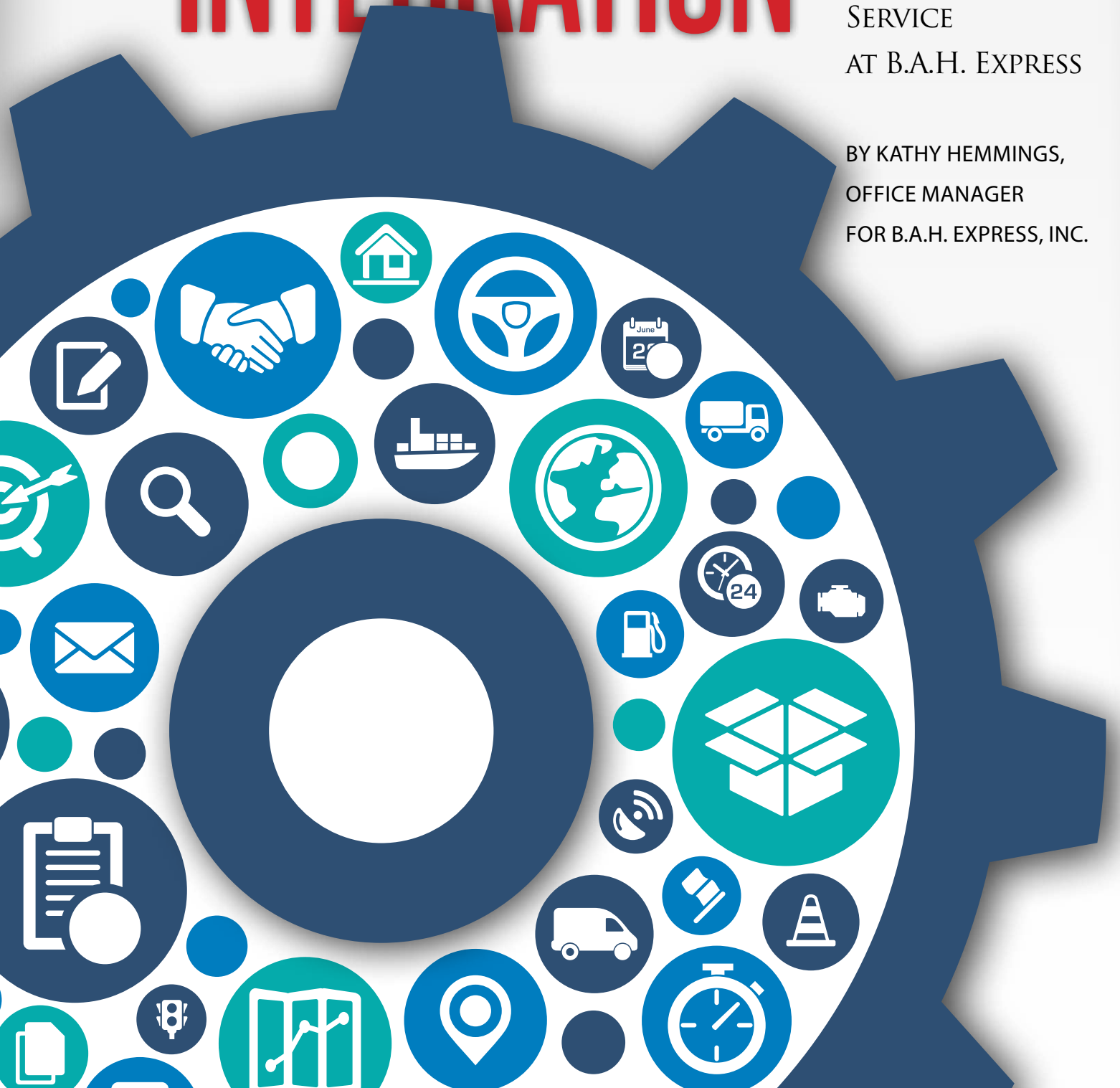# The Power of Integration

CarrierWeb and McLeod Work Together to Boost Efficiency, Productivity, and Customer Service at B.A.H. Express

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At B.A.H. Express, we made a critical decision about our strategy for business success. We decided that we wanted to get the most current technology available that would support our business objectives. That led us to choose CarrierWeb® and McLeod.

We have 200 drivers and 220 tractors which all have CarrierWeb® units installed. CarrierWeb is fully integrated with our McLeod LoadMaster® dispatch system, so we can handle everything without needing to leave one system and go into another one. We track hours of service electronically and dispatch loads automatically. Our drivers have electronic routing information at their fingertips and we've automated many of our EDI transactions.

The result is improved driver performance, higher productivity in our office, and happier customers. When you make advances with technology in this way, you wonder how you ever managed without the tools you've started using. To get a better idea of the power of these tools, consider these highlights of the way that CarrierWeb and McLeod have helped B.A.H. Express excel.

• Driver performance is up

CarrierWeb driver-friendliness has made it easy for our drivers to use the system. Navigation directions on the CarrierWeb units, using ALK CoPilot® navigation, allow drivers to determine their routes easily. They get turn-by-turn instructions that are specifically for truck routing.

Our ability to track each truck's position helps us monitor out-of-route and on-time performance. We can easily identify any delays, the location, and the reason.

• We no longer need cell phones for drivers

Previously we provided cell phones for all of our drivers, but now we communicate with them directly through the CarrierWeb units. This has allowed us to eliminate the cell phones and the big bill that came with them.

• Driver communication is easier

Our ability to auto-dispatch loads through LoadMaster® also eliminates the time that the dispatchers had been spending on the phone with drivers. Discussing loads with drivers over the phone could get complicated in terms of whether the driver wanted a particular load or not. Now, it's simple. We assign the loads and it's up to the drivers to message back if they accept them or not.

• Our use of e-logs is boosting efficiency

We've moved from paper logs to CarrierWeb electronic logs and this has been a tremendous improvement. The integration between CarrierWeb and McLeod and the McLeod Driver Feasibility Function in LoadMaster® work together to allow dispatchers to see each driver's hours of service status while working in LoadMaster®. We can tell at a glance if a driver is getting close to running out of hours. The driver knows also because the CarrierWeb unit in the cab provides audible alerts. This ensures compliance with HOS regulations. We no longer are forced to rely on the drivers to keep track and manage this manually on paper logs.

• We're attracting good drivers

Most drivers find electronic logs easier to use and we've found that e-logs are a recruiting tool. Many of the drivers who have been driving only a couple of years or so have never done paper logs, so they come in and that's the first question they ask, "Do you have e-logs?" They want them.

E-logs are going to be law. Our thinking is that you can't avoid it, so you might as well go ahead and do it and then just be ready, because it's a big change. There's a lot of training that has to be done—for the dispatchers and the drivers.

• EDI is a snap

We have a lot of customers who are on EDI and it's a time-consuming chore for someone to go in and do status updates each time a truck arrives or departs with a load. Now when a truck arrives or departs, the EDI message is sent automatically to the customer. This eliminates a big headache for us. It's huge. This work kept one person busy all of the time previously.

We're matching the right load to the right driver

With CarrierWeb tracking integrated into McLeod LoadMaster®, our dispatcher can tell where everyone is. Now we can be more efficient about not letting our drivers sit too long anywhere, because we know right where they are. We can match drivers to loads more efficiently. By looking at tractor location data from our system, we can see which truck is closest to any load.

We've automated our dispatch process

LoadMaster® has given us automated dispatch, so we don't have to go in and handle dispatch chores manually. All of the load information goes straight to the drivers through the CarrierWeb units. The drivers can accept the loads through CarrierWeb and find their directions from the unit. Before we had CarrierWeb, we were dispatching entirely through cell phones. The integration with McLeod means that all of the load information is automatically part of the McLeod database. This has been a big help.

We've improved customer service

When we pull up our planning board now, we can see where all of our tractors are right now. We have alerts set up that will tell us if anyone is running way behind schedule, if they're going to be really late, so that we can go ahead and contact the customer and let them know what's going on. We know that good customer service is hard to find, so anything we can do to make the customer happier is definitely the way we want to go.

We've streamlined settlements

We're doing payroll completely through McLeod. Everything is dispatched through the CarrierWeb system and then McLeod has the mileage for settlements for the driver.

Maintenance scheduling is automated

We use the CarrierWeb maintenance program to track all scheduled maintenance tasks on our tractors. CarrierWeb tracks the odometer readings for us, so when tractors come in for the weekend, those that are due for service can go ahead and get taken care of.

The ROI is There

The tightly-integrated solution from CarrierWeb and McLeod has brought us a distinct return on our investment. As soon as we installed the CarrierWeb units, we were able to cut our cell phone bill dramatically, because we no longer needed 200 phones for our drivers. Dispatchers and drivers were spending precious time connecting on the phone, but now that time can be spent in more productive ways. Previously it took the equivalent of one and a half full-time staff to handle EDI messaging, and now that's all automated. It's clear that the way work flows through the CarrierWeb and McLeod systems saves time and money.

CarrierWeb and McLeod Empower Us to Reach Our Goals

In today's market, there's plenty of opportunity for growth. B.A.H. Express is celebrating 25 years in business and as we look onward and upward to the next 25 years at B.A.H. Express, we see the vital role that software technology can play in helping us reach our goals. The combined force of CarrierWeb and McLeod plus the level of built-in integration between their products has allowed us to boost efficiency and productivity. It's proven to be a genuine 1+1=3 equation for B.A.H. Express. We're getting more done with the same number of staff and our customer service is better than ever. The future looks bright.

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