

AIR CAPITOL
DELIVERY & WAREHOUSE

How the KeepTruckin & McLeod Software integration streamlines operations for Air Capitol Delivery & Warehouse



Park City, Kansas



For-Hire



Fleet Size 140+

“KeepTruckin has worked with us to come up with cost-effective, technology-based solutions which help us adapt and grow to trucking’s ever-changing technology landscape.”

- Justin Robelli, VP of Operations at Air Capitol



Air Capitol Delivery & Warehouse, headquartered in Park City, Kansas, carries loads across the country. The trucking division runs 140 trucks with dry van trailers. The company also has a brokerage division and over 2.5 million square feet of warehouse space. Air Capitol faced several business challenges that confront trucking companies across the industry:

Air Capitol's business challenges

■ Communication between drivers and dispatchers takes too much time.

Dispatchers need to communicate throughout the day with drivers about arrivals and departures, details about the current load, and assignments for new loads. If this is done without the right technology in place, too much time is spent making multiple phone calls.

■ Various software systems are not integrated.

When systems from separate technology vendors are not integrated, operational tasks of all sorts are cumbersome. Communication with drivers is more difficult, location data from mobile communications systems can't be used by dispatch systems, Hours of Service (HOS) data from ELDs has no way to flow into dispatch systems, and dispatchers must switch between systems to manage all aspects of their work. Keeping the right teams in the right places is essential for technology adoption and user productivity.

■ Technology packages are inflexible and fail to facilitate growth.

Standard software packages frequently require that users adjust business processes to fit the software. The result is a bad fit for some companies. The lack of flexibility can make it difficult to facilitate growth.

■ Drivers find it difficult to interface with in-cab technology.

Drivers are being asked to adjust to more and more in-cab technology, and many drivers find it difficult. There has been a massive industry transition from onboard devices to BYOD—bring your own device—because drivers are familiar with using smartphones or tablets. Without driver-friendly technology and an intuitive user experience, driver training and adoption takes more time, and drivers are more likely to choose to work somewhere else.

■ It's hard to stay current with the latest technology.

Technology is advancing at an ever increasingly rapid pace. There is always something new coming to the market that has better features or a better price. Trucking companies that don't stay current with technology risk falling behind the competition. And when software providers limit options for their customers by refusing the use of any applications outside their network, it becomes harder for trucking companies to adjust to the ever-changing business landscape. An open ecosystem is essential for trucking companies as they scale their businesses and adapt to newer technological advances.

- **Technology companies don't act as strategic partners.**

Not all technology vendors have a customer-first approach. Efforts to leverage the capital investment in technology are more difficult when the software company is not willing to listen carefully to the needs of their customers and partner with them.

- **Cash flow is slow because billing takes too long.**

Trucking companies must frequently gather up a variety of load documents before a bill can be submitted. When this process drags on, cash flow suffers and poor cash flow puts the business at risk.

- **Legacy vendors are cumbersome, expensive, and high maintenance.**

The complexity involved with installing and maintaining the solutions from legacy fleet management providers places a large financial burden on trucking companies. When you're attempting to run a profitable business, every minute and dollar counts. If you don't have a team of specialists to assist in the change management process, switching from legacy vendors can be painful.



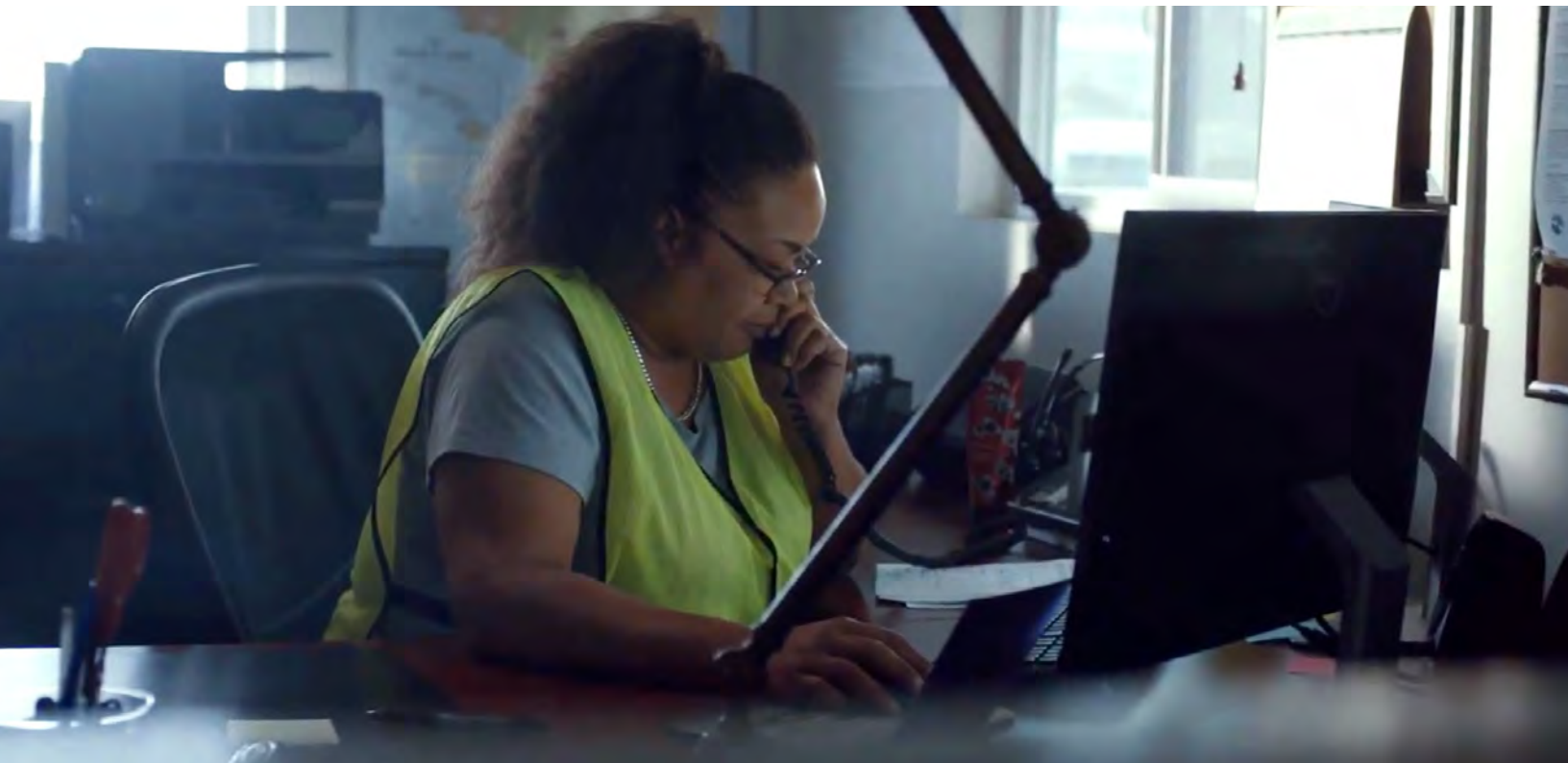
The solutions provided by KeepTruckin and McLeod Software

The decision by Air Capitol to switch to KeepTruckin started with a conversation at the McLeod Software User Conference in Atlanta in September of 2017.

“We had the chance at the McLeod conference to sit down with CEO Shoaib Makani and other KeepTruckin representatives,” says Justin Robelli, VP of Operations at Air Capitol. **“We saw an opportunity to form a strategic partnership with a technology vendor who was eager to learn about our business needs.”**

Air Capitol was already using McLeod’s LoadMaster® system with a legacy mobile communications system at the time, but wanted a more cost-effective, simplified, and scalable way to handle ELDs and driver management.

“Our previous mobile communications system was more out-of-the-box, which gave us fewer options,” Robelli says. “KeepTruckin has worked with us to come up with cost-effective, technology-based solutions which help us adapt and grow to trucking’s ever-changing technology landscape.”



KeepTruckin's web-based platform is an example. **"We are able to make use of the mobile devices that are best-suited to our needs," Robelli says. "Most of our drivers prefer to use their smartphones or tablets, and the KeepTruckin system can accommodate that."**

One of the ways KeepTruckin has worked to meet the needs of Air Capitol was to establish an integration with McLeod so that dispatchers can handle everything within LoadMaster without switching between systems to communicate with drivers while managing loads. The integration enables the use of KeepTruckin's Driver Workflow feature, where communication with drivers is streamlined by sending dispatch information directly from LoadMaster to the driver's KeepTruckin App.

The KeepTruckin ELD also communicates with LoadMaster concerning each driver's HOS and GPS location. This makes it possible for Air Capitol to make use of McLeod's Driver Feasibility feature, which helps the dispatcher match the right driver to the right load in terms of available hours for getting the load delivered on schedule. Geofencing can also be enabled to automatically record arrivals and departures when drivers load or unload. **As a result, drivers are able to use one system, the KeepTruckin App, for compliance and dispatches; while dispatchers are able to receive information from KeepTruckin's platform directly in the Loadmaster interface they are familiar with.**

Driver Workflow: For Drivers in KeepTruckin App

- View and complete McLeod dispatches
- Communicate directly with dispatchers
- Use one system for compliance & dispatches

Driver Workflow: For Back Office in McLeod

- Allocate jobs using GPS & HOS information from KeepTruckin
- Communicate directly with drivers in LoadMaster
- Expedite delivery and customer billing with KeepTruckin location data

Bridging this gap between Air Capitol's back office and front line keeps the right teams in the right places, without interrupting any processes. "We love the fact that with the McLeod integration, data on driver hours flows directly into LoadMaster," Robelli says. "This means that during the load planning process, we can hit the Feasibility button in LoadMaster and verify that the driver has enough hours to run the load."

The benefits gained by Air Capitol

Robelli describes the benefits that Air Capitol is gaining from the solutions offered by KeepTruckin and McLeod:

■ **Driver Workflow makes life easier for our drivers.**

“Workflow speeds up arrivals and departures for drivers by making it easier for them to handle all of the tasks around picking up and delivering freight. **Drivers can also receive and accept loads through the KeepTruckin App, which they love, because it’s quicker and they’re already familiar with the interface.** The time saved through the efficiencies of using the workflow feature means that the drivers have the opportunity to earn more money each day.”

■ **Time saved translates into dollars saved for our bottom line.**

“One way to look at our cost savings is to think about the time spent on phone calls. The streamlined communication with drivers that comes from KeepTruckin and McLeod’s integration has allowed us to eliminate a large majority of calls related to loads. At about 3 calls per load averaging 5 minutes each, you’re looking at a total of 15 minutes per load. We’ve been handling about 2,500 loads each month, so by eliminating phone calls related to each of these loads, we’re saving 625 hours per month. **The overall result is that using technology for smarter dispatching is bringing us a cost savings of almost \$400k per year for us as a company.**”

■ **Phone calls are essentially eliminated and this boosts the productivity of our driver managers.**

“Our driver managers don’t have to make as many phone calls with the KeepTruckin and McLeod integration, so they can get more work done. This means each driver manager has increased capacity to handle more drivers. **Five or six years ago, a dispatcher could work with only around 35 or 40 drivers at the most. Now they are managing around 55.**”

“The KeepTruckin + McLeod integration has eliminated a large majority of calls related to loads. We’re saving 625 hours per month through using technology for smarter dispatching. That’s a cost savings of almost \$400k per year for us as a company.”

625 hrs
saved per month

\$400k
saved per year

■ **We don't have to spend a lot of money to bring KeepTruckin to each new truck.**

"Our previous mobile communications supplier required a significant capital investment to put hardware in a new truck—and it took almost three and a half hours to install each new unit. With KeepTruckin, we were able to remove the large capital infrastructure expense of hardwiring an ELD into the cab."

■ **The technology's flexibility enables our growth.**

"Drivers can operate off of their smartphones or tablets. That's a huge benefit of KeepTruckin for us. Some drivers are more comfortable using a device that's familiar to them, and KeepTruckin's platform provides the ability to make that work."

■ **Having technology partners who listen gives us a voice in product development.**

"KeepTruckin has helped us build a tailored solution as opposed to a canned solution that is straight out of the box. The KeepTruckin team comes to us and asks us questions. They want to know what will make our jobs easier, and this includes people in the back office and dispatch as well as the drivers. The same is true for McLeod. They welcome our input for changes that need to be made in the software."

"Overall we're seeing savings of around \$1,300 per vehicle, plus a time savings of almost 4 hours per vehicle associated with installation time. In the end we feel that KeepTruckin gives us the technology we need at a much better price."

4 hrs

saved per vehicle

\$1,300

saved per vehicle



■ Training drivers is much easier.

"We've found that the KeepTruckin ELD is much easier for drivers to learn, because the visual presentation is similar to the log books that were in use for so long. The older drivers have been able to adapt to KeepTruckin much more quickly for this reason. The ELD units that we were using previously were definitely harder. **As driver training has gotten easier, it takes less time, and we've been able to reduce onboarding by one hour per driver.**"

■ The integration between KeepTruckin and McLeod brings benefits on multiple levels.

"The integration with McLeod was an essential requirement for us. We want our dispatchers to be able to communicate easily with drivers without leaving LoadMaster. We want the geofencing capability so that we can track arrivals and departures. We want the KeepTruckin ELD to send HOS and GPS data back to LoadMaster automatically so that we can match the right driver to each load. We want to be able to get delivery confirmations from drivers and manage our EDI communications with customers so that billing is streamlined. The integration makes all of this possible."

Results: Driver Experience

- **Time Savings**
Reduce onboarding by 1 hour/driver
- **Increased Earning Potential**
Complete jobs quicker and access to more jobs & cash
- **Happy drivers**
Love intuitive nature of product

Results: Back Office Efficiency

- **Increased Capacity**
Manage 55 drivers per dispatcher vs. 30
- **Effective Communication**
Save 15 minutes of phone calls per load
- **Driver Visibility & Allocation**
Match right people for 2500 loads/month

■ We are billing faster.

"We have some accounts that don't require any paperwork for billing. Once we get the EDI codes for pickups and deliveries and pass that information along to these specific customers, these loads can be billed. For most of these loads, everything happens automatically. If we need a copy of the bill of lading, we have the KeepTruckin App that allows a driver to take a picture of the document and scan it directly into McLeod at the point of delivery. So if we deliver a load at 10:00 a.m. and all of the EDI codes are transmitted and the driver takes a picture of the bill of lading, that load can be billed out by noon that same day. Even with customers that require more paperwork, the KeepTruckin and McLeod integration is helping to streamline the billing process. And if a driver is delayed for any reason, we can notify customers well in advance through real-time information and workflow efficiencies.

"This is a game-changer for us, because we can give our customers a head's up in advance of the delivery deadline and proactively seek a solution, instead of getting in touch at the last minute when it's already too late."

■ We can create a tailor-made fleet management solution to fit our needs.

"KeepTruckin's platform and its integration with McLeod give us the central component for building a tailor-made fleet management solution that is unique to our business. We can use KeepTruckin and McLeod together seamlessly for dispatch and load management. We've also added CoPilot from the KeepTruckin App Marketplace to help our drivers safely navigate to their destinations. And with KeepTruckin as our core fleet management technology at Air Capitol, we can add more modular features to adapt to our needs as the company grows and changes."

■ Switching from our legacy vendor was easy.

"Switching from a legacy vendor can seem like a headache. But the change was as simple as retraining our drivers and making an easy change in our McLeod TMS. The KeepTruckin team of implementation specialists was there to assist our team and make the process seamless and painless."

KeepTruckin and McLeod work together to produce trucking success

Modern trucking companies are always looking for new opportunities to improve their operations and grow their bottom lines. To successfully achieve a more lucrative business, they need to leverage data and technology. They need efficient communication with their drivers. They need a modern interface that is easy for their drivers to use. They need a mobile communications solution that is agile, affordable, and flexible so that it promotes efficiency and can accommodate growth. They need integrated systems that facilitate driver workflow, HOS and GPS information, and streamlined billing. And they need to know that they're going to get a solid ROI on their investments in the technologies.



KeepTruckin and McLeod Software work together as your software partners to deliver all of this and more. This is the technology that will help you achieve trucking success.

See how KeepTruckin can help your business:

KeepTruckin's GPS Tracking
Click [HERE](#) to learn more

■ KeepTruckin's Driver Workflow
Click [HERE](#) to learn more

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