

SUCCESS STORY

Triple T Transport Winning with Carriers by Matching Loads with Smart Capacity

THE CHALLENGE

“The one with the best access to its carrier database, and who manages the needs of both their carriers and customers equally, will remain viable in this ever-increasing competitive market,” says Darin Puppel, president of Triple T Transport, a leading transportation and logistics provider based in Columbus, Ohio.

With capacity tightening in 2017 — a trend that appeared certain to continue in 2018 — Puppel and his management team were focused on strategies for Triple T to better connect with its trusted carrier network to find and secure more capacity.

“We have always wanted to be able to map our carriers and more efficiently know where as many of them are at any point in time,” he says.

THE SOLUTION

In January 2018, Puppel saw a demo of Smart Capacity, a next-generation freight matching and carrier connectivity platform from Trucker Tools.

“The timing was perfect,” says Puppel. “We immediately realized Smart Capacity gives us more bang for the buck. It would be more cost-effective than developing our own app and give us more opportunities to find capacity and generate new business.”

Smart Capacity is integrated with the PowerBroker® enterprise-wide freight brokerage management system that Triple T uses from McLeod Software to automatically match available loads with capacity from its network of trusted carriers.



About Triple T Transport

Since its founding in 1988, Triple T Transport has achieved steady growth to become a leading third-party logistics provider specializing in refrigerated truckload and less-than-truckload transportation with an expanding portfolio of dry van, flatbed and intermodal services. With headquarters in Columbus, Ohio, the company manages about 60,000 loads each year.

The technology utilizes the driver-preferred and trusted Trucker Tools smartphone app to increase the probability that carriers will stay connected with Triple T to find loads. Drivers and carriers use the app and the integrated Smart Capacity platform to match freight from other 3PLs as well — a solution Puppel says works best since “carriers do not want to use a multitude of different apps to find a load.”

“We wanted a platform where our preferred carriers give us the first shot at matching loads. Smart Capacity does that for us, as it allows us to effectively work further into the future, increasing the probability of booking with our preferred carriers before they start looking for loads from others,” says Puppel.

“...more bang
for the buck.”

THE OUTCOME

Using instant carrier-driver connectivity and predictive analytics, Smart Capacity displays optimal freight match recommendations to Triple T users on a map in an online user dashboard.



Snapshot of real-time truck capacity on Smart Capacity’s web portal. Image courtesy of Trucker Tools.

“We are particularly interested in capturing more capacity from the carriers we have used less regularly as we did not have the resources to call them all on a regular basis,” he says.

The map in Smart Capacity’s dashboard gives Triple T forward visibility of capacity in its network, days in advance of when it will become available.

“The ability to find additional capacity in our network gives us confidence to take additional loads from our customers as well as look for more loads to fit the presence of carriers in our network,” he says.

Within days of using the system, Triple T had an instance where it secured capacity five days in advance of a truck becoming available. The truck was matched with a load from a customer and the carrier booked several days before the scheduled pickup.

“This instance confirmed the proposed value of Smart Capacity by proactively matching freight more efficiently,” Puppel says. “We believe the biggest game changer will be identifying areas where we have capacity but don’t have enough loads. With this insight, we can target increased sales in those areas, and more competitively price those opportunities.”

“...the biggest game changer...”

Triple T can also monitor its network to ensure that it has trucks available to meet customer service requirements.

Overall, the technology continues to help the company increase the value stream from its greatest asset – its trusted network of preferred carriers.

“The Smart Capacity platform has revolutionized the way we manage carriers,” he says. “The more we use it, the better it gets, as it builds history and returns even stronger matching results.”

TRUCKER TOOLS

About Trucker Tools

Trucker Tools, based in Reston, VA, is the leading provider of driver trip planning, shipment visibility and freight matching solutions for the transportation industry. Its groundbreaking Smart Capacity platform uses accurate, real-time data and powerful algorithms to optimally match freight for shippers, 3PLs and carriers by predicting when and where capacity will become available, days in advance.



About McLeod Software

McLeod Software is the leading provider of transportation dispatch, accounting, operations and brokerage management software, and document management systems. Specifically developed for the trucking industry, McLeod Software’s advanced management solutions and services enable transportation companies to increase their efficiencies while reducing costs. Visit us at McLeodSoftware.com.