

National Truckload Carrier Switches Telematics Provider in Order to Ramp-Up Loads by 3 Times Per Week, Saving \$500k or More Per Year



Industry

Transportation & Logistics

About Summit Trucking LLC

Summitt Trucking is a family-owned and operated asset-based transportation & logistics company based in Clarksville, Indiana. It offers outstanding service and competitive pricing to transfer goods from shippers to receivers throughout the eastern portion of the US. Summitt strives to provide long-term partnerships with its customers by valuing every employee and by tailoring to their customers' specific needs with high standards and cutting-edge technology.

Executive Summary

In the trucking business, proper trailer tracking and cargo sensing can either make or break a business. Summitt sought after a telematics partner to help it improve the bottom line. Once Summitt chose FleetLocate by Spireon, the company saved around \$500K or more per year, leading to an increase in profit.

With FleetLocate by Spireon, Summitt is saving time and able to consistently track where its trailers are. Summitt strives to provide outstanding service to its customers and having a reliable telematics solution allows them to do just that.

Challenges

With 30 years of experience, Summitt supports multiple Fortune 500 customers. Their customers run large operations. However, trailers can be incorrectly picked up and transferred to the wrong location. Facing incorrect pickups can lead to a loss of revenue and poor customer satisfaction. These are challenges that Summitt has faced in the past, losing 2-3 trailers that each valued at around \$25K. Trailer tracking is an absolute must to make sure trailers can be found. Summitt needs to ramp up their loads to three times a week just for one customer alone as the economy continues to expand. With that type of turn, it's pivotal that trailers are where they should be at all times.

While Summitt had a telematics provider in place, the installed solution did not track and sense at the rate needed and did not support OTA. As David Summitt, owner of Summitt Trucking, stated, "We spent many hours troubleshooting, but still could not resolve the problem. Customer service with that telematics provider was also sub-par. In the end, we had to ship the troubled units back to the vendor, and we're paying for the shipping costs."

"We will dramatically reduce the unproductive hours spent looking for trailers"

— David Summitt, owner of Summitt Trucking

The Solution

As any innovative business would do, Summitt set out to find a new telematics provider. Setting goals and maintaining their core values, Summitt thoroughly investigated several leading trailer tracking suppliers. Summitt believes in true partnerships and looked for a vendor that could help sustain its long-term growth plans. Summitt's existing vendor offered cheaper pricing with a new device, but it was too late.

One of the potential vendors Summitt inquired with was high in price and did not have image capture with their cargo sensor. As David stated, "I like people who build relationships, and they just weren't looking for that." The other new vendors all had on par pricing, but the offerings did not meet Summitt's needs. For example, one vendor did not have a cargo sensor. While another vendor provided a persuasive presentation, the solution lacked features that Summitt was seeking. At the same time, other competitors were not looking to communicate effectively with Summitt. Summitt struggled to find a vendor that would meet their needs and help them achieve their goals.

Ultimately, Summitt Trucking settled with FleetLocate by Spireon. Spireon's solar-powered FL 22+ device, combined with its IntelliScan cargo sensor, was the perfect solution for Summitt's mix of dry van, reefer, and storage trailers. Regarding the trailer tracking device, David states, "The 10-year battery life is more than double what we have today." Additionally, after testing Spireon's IntelliScan cargo sensor, Summitt saw close to 100% accuracy on loaded/empty. With this level of accuracy, Summitt eventually plans to update TMW systems with Spireon's cargo sensor data directly.

Summitt Trucking was impressed with Spireon's web portal and support offerings that are provided. According to David, "The FleetLocate web portal is very modern and up to date. It is easy to use and provides the carrier with the needed information. The fact that you have service facilities in most major cities is also a value add."



Results

Without an accurate cargo sensor, as David states, "We were sending 5-10 drivers per day, an average of 30 miles to look at 30 trailers on a lot, only to grab one. This task sometimes takes an hour or two. That's approximately 5-10 loads. We are doing this multiple times a day with various locations all around our service network. With an average wage at \$25 per hour, each trip costs \$50-\$60, not including the time it takes to find the trailer. Because our office has to pass over the Louisville toll bridge, we also have to pay \$10.55 each time the driver crosses the bridge. During this time, we're losing \$90-\$100 per hour in revenue. We recognized that we are spending about \$500,000 or more annually, just having our drivers go and look for empties."

Using Spireon's FleetLocate solution, Summitt Trucking no longer has to worry about wasted driver time and lost revenue. Per David, "In the end, we will have taken that \$500,000 or more expense and turned it into a profit. By being able to invoice our customers for the abuse of the free days of trailer rental and with a large degree of comfort, knowing the cargo sensor is very accurate. Furthermore, we will dramatically reduce the unproductive hours spent looking for trailers. And lastly, our computer work will be a whole lot more accurate."