

The Shaker Group, Inc.

Real-Time Brokered Freight Tracking Gives The Shaker Group a Distinct Advantage Over the Competition

Increased shipment tracking visibility with MacroPoint leads to even greater customer service

“Before MacroPoint, our brokered freight tracking process generally included two check calls a day, meaning a shipment could go 6 to 8 hours between location updates. Now, we receive dozens of updates on a single shipment directly in our Prophecy Dispatch software. And we never have to bother the driver with a check call.”

Jason Smith, VP Operations The Shaker Group, Inc.

The Challenge:

With a steady stream of contract customers, each with always evolving transportation demands, Sunline needed to provide location updates on every load, even on shipments run by third party drivers and brokered carriers.

The Solution:

With MacroPoint's patented track and trace software fully integrated to their Prophecy Dispatch software, The Shaker Group now offers real-time location updates on all their brokered freight, a feature that gives them a distinct advantage over the competition

“MacroPoint integration offers automated position data for brokered loads as well as automated workflow directly within Prophecy Dispatch. MacroPoint is a valuable solution for brokers who wish to maintain the highest levels of efficiency and customer care.”

Bill Ashburn, Senior Vice President & General Manager at Prophecy, a HighJump Product

Shaker Group, Inc.
"Our people deliver."

ABOUT THE SHAKER GROUP, INC.

The Shaker Group is a full service transportation company. Driven to fulfill each of their customer's unique distribution challenges, The Shaker Group offers a menu of services that includes Air Freight, Expedited Ground, Nationwide Truckload, International Import and Export, and Truck Brokerage.

BENEFITS

- Track any brokered load
- Meet tracking requirements for expedited loads
- Automated arrival & departure detection
- Off-schedule monitoring and breadcrumb mapping
- Track any cell phone or In-Cab ELD/GPS device
- Eliminate check calls
- Prophecy Dispatch TMS integrated

CUSTOMER SUCCESS - THE SHAKER GROUP, INC.

With expedited and time sensitive shipments accounting for more than 40% of their business, The Shaker Group was faced with the all too common problem of tracking their brokered freight. While the full service transportation provider was able to receive and deliver status updates for asset-based shipments, their brokered freight was a different story altogether. In fact, brokered loads would often go six to eight hours without the company ever receiving a location update.

Since deploying MacroPoint with integration to their Prophecy Dispatch software to track their brokered freight, The Shaker Group has experienced dramatic improvements to their tracking accuracy and customer service. No longer are they dependent on check calls to gain insights on the location of their brokered freight. Instead, because MacroPoint works by directly tracking ANY driver's cell phone or In-Cab ELD/GPS device, the transportation solutions provider is now able to quickly and accurately receive real-time location updates on every shipment.

Directly integrated with their Prophecy Dispatch TMS, MacroPoint's ability to track ANY load has helped The Shaker Group deliver a level of tracking accuracy their competition simply can't match. As Jason Smith, VP Operations at The Shaker Group said, "We have an automotive account with a very competitive RFP process. Since we started using MacroPoint to track our brokered freight within Prophecy Dispatch, I'm pretty sure we have been winning all their business."



Improved Operational Efficiency

By using the MacroPoint visibility platform, The Shaker Group has now eliminated the cumbersome and time-consuming manual step of continuously communicating with carriers to determine truck and delivery information.



Increased Productivity

Shipping point and customer arrival information is now gathered automatically using MacroPoint's geo-fence GPS technology, allowing The Shaker Group to more accurately evaluate delivery reliability information, and implement optimization measures.



Automated Communication

After developing a proactive notification system for late deliveries, an essential customer need was solved by allowing the ability to adjust their shipping and receiving schedules in order to maintain efficient day-to-day operations.



Reduced Costs

By creating a real-time visibility ecosystem with automated communication, the ability to create savings opportunities and optimize resources allowed for the best use of talent, technology and budget within our transportation operations.