

RT&T Logistics

Technology smart enough to reach drivers who don't have smartphones.

MercuryGate boosted our operation by introducing us to MacroPoint.

“ MacroPoint provides the peace of mind of knowing a driver's location when needed, without having to distract or bother the driver with a call. MacroPoint helps reduce our call volume and lets our Operations concentrate on something a bit more important: selling the next load!”

Mark Driscoll, Operations Manager, RT&T Logistics

The Challenge:

Having to rely on drivers for notification of delays undermines productivity and compromises customers' trust in services.

The Solution:

Via any kind of cell phone MacroPoint provides driver location and load info that makes an entire operation more efficient and productive.

“Because MacroPoint works with all cell phones, it's a solution that works wonders for all shippers, brokers, carriers and 3 PLs directly integrated with MercuryGate. MacroPoint has been a great partner solution to enable for our customers”

Dan Vertachnik, EVP & Chief Commercial Officer, MercuryGate



ABOUT BASF CORP.

As a subsidiary of Rockfarm Supply Chain Solutions, RT&T Logistics has access to supply chain insights which enable more proactive responses to challenges affecting the logistics industry.

BENEFITS

- All drivers locatable by all parties
- Far fewer check calls
- More immediate time-to-market
- Works on all phones, even non-smartphones
- Customer tracking requirements are met
- Less staff support necessary
- Takes seconds to deploy
- MercuryGate-integrated

Third party trucks, brokered loads, some driver whose cell phone has an antenna – now you can track all of them, any time, in real time. Because MacroPoint grabs data from any cellular phone, even non-smartphones. You get third party-validated info, automated arrival detection, breadcrumb mapping, two-way messaging and much more.

One of the primary benefits is less check calls – way less. Which frees up all kinds of time within your operation that can be used more productively. Plus, MacroPoint allows you to have a larger virtual fleet of partner carriers that will benefit from all the MacroPoint advantages. So you can see why more and more freight broker customers are choosing to “MacroPoint” their loads.

Driver set-up takes just seconds – and with MercuryGate, MacroPoint is already integrated. As **Pete Recker, VP of Brokerage Operations** at RT&T Logistics said, “It was easy to enable the MacroPoint interface with our TMS. The same can be said about incorporating MacroPoint with brokerage operations processes. The value has been seen by our customers and carrier partners alike.”



Improved Operational Efficiency

By using the MacroPoint visibility platform, RT&T Logistics 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 geofence GPS technology, allowing RT&T Logistics 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.