

# Scout Logistics

*Scout Logistics is saving time with MacroPoint load tracking software*

Customers now have real-time visibility to shipments, resulting in significant improvement to delivery reliability and customer satisfaction.

“Before we enabled MacroPoint, I was making up to 60 phone calls every day to 30 drivers. Now I no longer have to do that and it’s made my job much easier. MacroPoint has streamlined our carrier selection process, and I can use that time to make more calls to customers and generate more business. If there’s a choice of one carrier or another I’ll go with the MacroPoint enabled driver every time.”

Meghan Burton, Logistics Coordinator, Scout Logistics

## The Challenge:

Spending two to three hours daily making as many as 60 check calls to 30 drivers was limiting the time Scout Logistics could spend working with customers and generating new business.

## The Solution:

Before assigning loads to carriers, Scout Logistics now requires Macro-Point load tracking software on driver phones. Since enabling the patented location tracking software that gives third parties load status and location visibility on their shipments, the company has seen a 90% acceptance rate among carriers and drivers.

Providing visibility into the location of freight, MacroPoint can be activated from a driver’s mobile phone, including flip phones, or existing in-cab ELD/ GPS devices. The cutting-edge tracking technology fits perfectly with the practice at Scout Logistics of investing in innovation that helps ensure 100% transparency throughout the supply chain.



### ABOUT SCOUT LOGISTICS

Scout Logistics Corporation, North America’s leading perishable logistics specialist, is one of Canada’s largest non-asset based transportation providers. Founded in 2011 and headquartered in Toronto, Scout provides tailored freight solutions from Source-to-Door, transporting over 500 million pounds of refrigerated goods each year.

## The Results:

By enabling MacroPoint load tracking software, Scout Logistics is eliminating the need for check calls with 30 drivers every morning and afternoon, enhancing the efficiency of its operation and customer service, and investing the time in generating new business.

# CUSTOMER SUCCESS - SCOUT LOGISTICS

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Used with a driver's mobile phone, including flip phones, or existing in-cab ELD/GPS devices, MacroPoint's patented location monitoring and tracking software gives third parties load status and location visibility on their shipments. With MacroPoint, brokers, 3PLs and shippers have real-time location monitoring and tracking, delivery monitoring, and event notifications that enhance the efficiency and profitability of their operations. To learn more about MacroPoint's go-to solution for third party shipment tracking, call 866-960-0328 or visit [www.macropoint.com](http://www.macropoint.com).



## Improved Operational Efficiency

By using the MacroPoint visibility platform, Scout 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 Scout 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.