

U.S. Xpress Logistics

Unleashing the Power of Automated Freight Tracking for Every Load

U.S. Xpress Logistics Gains 100% Visibility Across All Their Partner Carriers

“With its ability to track & trace all our partner carriers, combined with features like automated arrival & departure alerts and TMS integration, MacroPoint gives us a level of visibility that other brokers simply can’t match.”

Lee Michaud, Director of Operations, Smokey Point Distributing

The Challenge:

As a rapidly growing division of the nation’s fifth largest truckload carrier, U.S. Xpress Logistics could not settle for just any load tracking solution. Instead, they needed a system that offered the simplicity and scalability to be used on any load.

The Solution:

With MacroPoint’s brokered freight tracking software, U.S. Xpress Logistics is able to receive location insights on every shipment, all without ever having to make a driver check call.

“MacroPoint’s solution is a great example of simplicity and power. Receiving tracking data directly into our TMS platform without proactive phone calls adds another level of efficiency, saves valuable time, and makes managing by exception even easier.”

Brad Young, Principal of Brokerage and Asset Light, TMW



ABOUT U.S. XPRESS LOGISTICS

U.S. Xpress Logistics started in 2009 as the brokerage division of U.S. Xpress, Inc. U.S. Xpress Logistics’ goal has long been to provide customers with superior service that enhances each customer’s strategic market position.

MACROPOINT BENEFITS

Track any brokered load via the driver’s

cell phone

Real-time load status updates

Automated arrival & departure detection

Off-schedule monitoring and breadcrumb mapping

Works on any cell phone or mobile-comm device

No more driver check calls

TMW Integrated

CUSTOMER SUCCESS - U.S. XPRESS LOGISTICS

As the logistics and brokerage division for the nation's fifth largest truckload carrier company, U.S. Xpress Logistics simply could not put all their faith on the not-always-reliable method of placing driver check calls. Instead, as a representative of one of the premier transportation companies in North America, U.S. Xpress Logistics needed to be able to offer their customers the peace of mind that comes from always knowing where their assets are during transit.

Now, with help from MacroPoint's automated freight tracking software, U.S. Xpress Logistics is able to deliver a level of location visibility to match each of their customer's freight tracking needs. Built to track any cell phone or mobilecomm device, MacroPoint has become a best friend to the brokerage & logistics company, allowing U.S. Xpress Logistics the ability to gain real-time tracking updates on every load.

"As if giving us the ability to track & trace all of our partner carriers wasn't enough, MacroPoint offers the added advantage of ease of use." Delivering the load-based flexibility to track any freight, even freight brokered by 3rd party carriers, U.S. Xpress Logistics will be able to roll out the MacroPoint solution across their brokerage and logistics division.



Improved Operational Efficiency

By using the MacroPoint visibility platform, U.S. Xpress 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 geo-fence GPS technology, allowing U.S. Xpress 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.