

# Saving Time with Descartes MacroPoint™ Load Tracking Software



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

By enabling Descartes 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.

“Before we enabled Descartes 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. Descartes 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 Descartes MacroPoint enabled driver every time.”

**Meghan Burton**

General Manager, Logistics Coordinator, Scout Logistics

## Company Profile

Scout Logistics  
Perishable Logistics Specialist

## Descartes Solution

Descartes MacroPoint™

## About the Client

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.

## Quick Overview

### Challenge

Check Calls to Drivers Caused Operational Inefficiency

### Solution

Putting the Practice of Innovation to Work for Added Transparency

### Results

- Improved Operational Efficiency
- Increased Productivity
- Automated Communication
- Reduced Costs

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## Challenge: Check Calls to Drivers Caused Operational Inefficiency

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.

## Solution: Putting the Practice of Innovation to Work for Added Transparency

Before assigning loads to carriers, Scout Logistics now requires Descartes MacroPoint 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, Descartes 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.

## Results:



### Improved Operational Efficiency

By using the Descartes 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 Descartes MacroPoint's geo-fence GPS technology, allowing Scout Logistics to more accurately evaluate delivery reliability information, and implement optimization measures.



### Automated Communications

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.