

Real-Time Brokered Freight Tracking Gives a Competitive Advantage



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

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.

"Before Descartes 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.

Company Profile

The Shaker Group, Inc.
Transportation Services

Descartes Solution

Descartes MacroPoint™

About the Client

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.

Quick Overview

Challenge

Manual Response to Customers' Inquiries

Solution

Providing Real-time Visibility into Brokered Freight

Results

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

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Challenge: Manual Response to Customers' Inquiries

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

Solution: Providing Real-time Visibility into Brokered Freight

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 Descartes 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 Descartes 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, Descartes 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 Descartes MacroPoint to track our brokered freight within Prophecy Dispatch, I'm pretty sure we have been winning all their business."

Results:



Improved Operational Efficiency

By using the Descartes 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 Descartes MacroPoint's geo-fence GPS technology, allowing The Shaker Group 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.