



CASE STUDY

Makt-Trans Increases Shipment Visibility to 96 Percent With Trucker Tools

Trucker  **Tools**

www.truckertools.com

Executive Summary

After implementing Trucker Tools' real-time freight tracking less than one year ago, asset-based freight brokerage Makt-Trans has:

- Achieved real-time visibility on 96 percent of its freight.
- Ranked highly on shipper scorecards.
- Eliminated routine check calls to drivers/carriers.
- Simplified internal workflows.
- Doubled tracking consistency via ELD integration.
- Increased service levels for customer base.
- Positioned itself for scalable, future growth.



Makt-Trans is an asset-based freight brokerage headquartered in Atlanta with terminals in the Atlanta and Dallas-Fort Worth areas and a newly opened brokerage office in Tempe, Ariz. Makt-Trans' affiliate is Tellworks Logistics. In 2007, Tellworks Logistics was awarded the warehousing and distribution business of one of the largest telecommunications companies in the world. In late 2020, Makt-Trans was created to extend the supply chain services provided and fulfill the full truckload needs of this and other customers. Makt-Trans currently provides truckload dry van and flatbed capacity to its customer base and, through Tellworks Logistics, can also offer warehousing and inventory management services throughout the continental United States.

In early 2022, Makt-Trans added freight brokerage services to its operations with the goal of serving more of its customers' truckload shipping needs. Drew Smith, CEO, and the director of brokerage operations, Zack Perlman, were appointed to expand the business and oversee the freight brokerage aspects of the company respectively. Scalability and growth are major areas of focus for Makt-Trans and its brokerage operations.

"When I first started, about 20 percent of our business ran on brokerage and 80 percent on asset trucks for the lanes we had," Perlman said. "Now it's about 95 percent brokerage and five percent assets, which is directly correlated to an increase in business based on the success we've achieved. Soon, we'll have our first salesperson coming on board to grow the brokerage and bring new business to Makt-Trans' asset division."

Challenges

Before Perlman came on board with Makt-Trans, Smith and other members of the executive team sought a real-time tracking technology that could integrate seamlessly with the company's McLeod Software transportation management system and with the visibility solution used by a large customer. Specifically, the team was in search of a freight tracking platform that could better enable compliance with their customer's visibility requirements, which included frequent location updates on their shipments and end-to-end digital freight visibility. Makt-Trans sought a visibility solution that was affordable, scalable and with a

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tiered pricing structure. ELD integration capability was on their wish list, as well. The Makt-Trans team also wanted a highly accurate tracking solution, given the high dollar value of its customer's shipments.

"Tracking is extremely important to our customer," said Perlman. "The product we're moving currently is for continued improvement and expansion of their network. We manage shipments of high value equipment that is time sensitive. Keeping an eye on where shipments are and knowing when they're going to arrive at our warehouse is really important and driven by the customer's need to compress order to construction cycle times. We wanted that extra layer of tracking because not all systems operate at 100 percent."

Solution

In June of 2022, Makt-Trans implemented Trucker Tools' real-time freight tracking software platform. Trucker Tools' freight tracking is integrated with the brokerage's McLeod Software TMS and the customer's visibility solution to provide real-time freight visibility to all parties once the shipment is on the road on a commercial truck.

"We did an evaluation process last year when we realized how much we were going to do with the brokerage," Perlman said. "We looked at good, better and best solutions for integrating a tracking solution to make sure that we are tracking at 100 percent compliance with our customer's requirements. Through that evaluation process, we determined that Trucker Tools would be the ideal solution for us. It became a simple solution for us to run any brokerage load from a visibility standpoint through Trucker Tools, which became an easy integration back over to our customer's visibility software."

In his brokerage operations role, Perlman, and the customer, receive real-time shipment location updates every 30 minutes via Trucker Tools' tracking software and companion driver app for all of the customer's loads. Makt-Trans also is taking advantage of Trucker Tools' large ELD integration network to facilitate ELD-based load tracking.

Perlman can view the real-time location of the customer's freight while it's in transit within the TMS platform interface. Instead of performing manual check calls to ask drivers or carrier dispatchers for location updates, he can concentrate his efforts on growing and scaling the brokerage.

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Zack Perlman,
Makt-Trans

We don't have to track loads and we very rarely make phone calls asking where a driver is because we just look to see if the driver is within the established geofence. We mark them in and out in the system and usually a short time after that we get a POD emailed or uploaded through Trucker Tools' mobile app.



“We push tracking with our carriers aggressively because it saves a lot of time,” said Perlman. “That time can be spent doing the things we need to grow the brokerage and scale our business, including expanding offices and training new staff when they come on board. We don't have to track loads and we very rarely make phone calls asking where a driver is because we just look to see if the driver is within the established geofence. We mark them in and out in the system and usually a short time after that we get a POD emailed or uploaded through Trucker Tools' mobile app. It's a time saver because those tracking events from Trucker Tools feed directly into our McLeod TMS.”

Perlman noted that the price point for Trucker Tools' tracking platform was lower when compared with other tracking options evaluated, as well, and the ability to scale up tracking as needed as the business grows is an additional benefit. Perlman sees the ability to access Trucker Tools' tracking platform via a web browser and location updates every 30 minutes as a major benefit, too.

“We have an account manager who works from our corporate office in Atlanta and just being able to get on Trucker Tools' website from our phones to look up the load track to provide an update if the customer does ask for it saves us a lot of time,” Perlman shared. “The ping frequency of Trucker Tools is great, too, because if we were using another tracking solution it would ping every four hours and at that point, who knows how far the driver has gotten in that time.”

Results

Since implementing Trucker Tools' tracking software in June of last year, Makt-Trans has achieved an average visibility compliance rate of 96 percent. Last month and thus far this month, the company has achieved a visibility compliance rate of 100 percent, meaning 100 percent of the load tracks created in Trucker Tools' tracking software were successfully tracked. As a result, Perlman and Makt-Trans' customers have near perfect freight visibility.

"Our carrier relationships keep our core carrier network small and with the ease of carriers and drivers getting on Trucker Tools, that's really what helps us maintain our tracking scores," Perlman said. "We've got a lot of irons in the fire right now trying to grow the brand and grow the accounts and if we're tracking at 100 percent and we're using repeat carriers as we do, we're pretty good."

Over the last several months, Makt-Trans also has doubled its tracking consistency rate thanks to Trucker Tools' ability to integrate with the most popular ELDs used by drivers and carriers.

"From our standpoint, the one-click ELD integrations are great," said Perlman. "I know carriers love it. We had an Iowa-based carrier just last week that runs one or two loads each week for us in the same lane. The operations manager for the carrier was blown away that she could get this ELD integration done in a couple of minutes."

Ultimately, Perlman said, Trucker Tools' freight tracking technology provides Makt-Trans with both time-savings and cost-savings. Perlman estimates that the company would need to devote at least 10 to 15 hours each week to manual tracking without Trucker Tools.

96%

visibility
compliance
rate



10-15

hours saved
each week



To discover how Trucker Tools' tech can increase your visibility scores with shippers and reduce or even eliminate inefficient check calls,
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