How Your LTL Company Can Exceed Customer Expectations While Reducing Costs

Exploring the Use of Proactive Notifications

Exceeding Expectations

Juggling multiple customers, locations, delivery windows, and pickup times while exceeding expectations can prove highly challenging for less-than-truckload (LTL) companies. And with an increasing number of consumers today — about 50% — calling into your customer service centers to find out when their order or service will arrive, leveraging data to provide exceptional customer service while keeping overhead costs low is a must.

Instantly communicate accurate delivery ETAs and status updates to your customers through proactive notifications. Save time and money on frequent "Where's my order" calls while improving customer service by knowing the exact location of your assets at any given time, and let your drivers focus on the road.

The Consumer Challenge

We are all consumers, and consumer trends seem to work their way into commercial businesses. For example, we have personal navigation devices and turn-by-turn navigation on our smartphones. As a result of personal navigation trends in our own lives, GPS navigation emerged for companies using trucks.

And while many companies may provide access to this technology, they may not provide the tools necessary to make it easily accessible. Instead, they provide connector tools, such as web services or APIs, which require a complex integration approach into an existing system. Other approaches require building a connector from scratch to push out information into an embedded web application or employing an aggregator application to connect to a text, email, or phone messaging service that pushes out information.

Either way, companies today must prioritize customer ease in order to remain successful in today's post-Amazon Effect world.

# The Problem with Traditional Customer Service Operations

One route for creating a competitive service advantage for companies is to manually place outbound calls to their customers, advising them what time the delivery or service will occur. Let's do the math: If you have 10 routes with 15 stops each, calling each customer at an average of two minutes each would take five hours. That's a time-consuming, costly task that could be detrimental to your overall operation.

Inbound calls often involve both customer service reps and drivers working together to try and locate orders and delivery times. The questions on these calls are often the same — "Where's my order?" and "When will it arrive?"

Finding a way to best serve your customers while also streamlining your delivery and service notifications process can optimize your overall fleet and customer service operations.

A Breakdown of Outbound Calls

A delivery call or service confirmation call takes on average 2 minutes to complete.	Estimated cost for each employee is $116/day.
2 min x 15 customers/route = 30 min/day/route	Cost of a text message = $0.02
10 Routes = 5 hours/day	10 Routes = $3.00
20 Routes = 10 hours/day	20 Routes = $6.00
30 Routes = 15 hours/day	30 Routes = $9.00
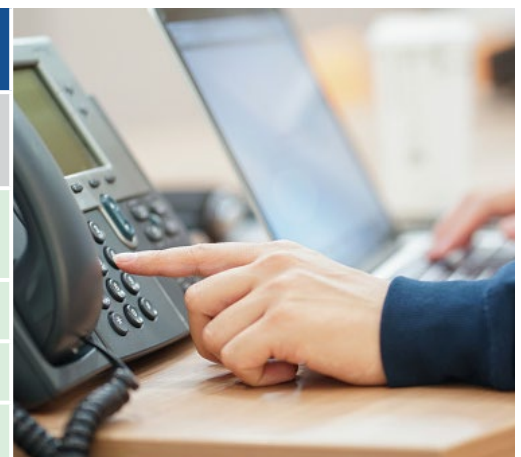
Where's My Order?

PERSON	TIME	COST
Customer Service Representative	10	$3.75
Transportation Manager	5	$3.19
Router	10	$3.75
Driver	5	$2.29
Benefits Overhead		$2.60
General Overhead		$2.60
TOTAL PER CALL		**$18.71**
TOTAL PER ROUTE		**$90.86**
ANNUALIZED		**$237,152.68**

Utilizing Data to Win the Customer Service Game

Leveraging near-real time information to provide customers and end users with the updates they need is key to winning the customer service game.

This ability is harnessed in Omnitracs Active Alert, an all-encompassing proactive notification solution that utilizes near-real time data to alert customers of impending and completed deliveries, pickups, and services. It allows distributors and service providers to go the extra mile by providing an exceptional level of customer service.

Omnitracs Active Alert is highly configurable with both push and pull notifications. Push notifications are proactively sent, while pull notifications come from a customized web app that displays information based on the user login or location ID.

Custom notification methods — like text and email messages for specific groups or individuals — are at the heart of the solution's notification component. The notifications are highly flexible and can be delivered as a text message, email, or phone call through an automated call system, ensuring that customers get the information they need via their preferred communication method.

The solution's outbound notifications fall into six general categories and are tailored by need or use:

- Initial ETA – Beginning of the day notification for ETA within a prescribed time band

- Updated ETA – Any change in ETA that falls outside of the initial time band

- Delivery in X minutes – Driver or technician will be arriving in a certain amount of time

- Delivered – Delivery or service has been completed

- Canceled – Delivery or service was canceled

- Undeliverable – Delivery or service was unable to be completed

These notifications keep your customers in the know on their orders and equip your back-office teams and customer service representatives with the information they need to keep their operations moving efficiently.

Omnitracs Active Alert also has a highly configurable, self-service web application. Simply embed the tool into an existing website, and you'll quickly have access to a portal with up-to-the-minute ETA updates and historical delivery times. Any user on the Omnitracs Active Alert web app can configure custom notifications and delivery methods.

Learn more at omnitracs.com

Omnitracs

ABOUT OMNITRACS, LLC

Omnitracs, LLC is a global pioneer of trucking solutions for all business models. Omnitracs' more than 1,000 employees deliver software-as-a-service-based solutions to help over 14,000 customers manage nearly 1,100,000 assets in more than 70 countries. The company pioneered the use of commercial vehicle telematics 30 years ago and serves today as a powerhouse of innovative, intuitive technologies. Omnitracs transforms the transportation industry through technology and insight, featuring best-in-class solutions for compliance, safety and security, productivity, telematics and tracking, transportation management (TMS), planning and delivery, data and analytics, and professional services.