BANYAN® TECHNOLOGY

TECH TRANSPORT

Success Story

INTRODUCTION

Tech Transport Improves Operations, Customer Service with LIVE Connect™

Tech Transport, a third-party logistics (3PL) provider headquartered in Milford, NH, realized it needed a reliable technology partner to ensure it continued to provide the best solution to its clients as the industry changed and digitization became the norm. Founded in 1983, Tech Transport offers a freight management solution that helps companies simplify their shipping process and has worked to meet and exceed its clients' transportation logistics needs.

CHALLENGE

To best serve its customers on both its logistics and brokerage side of the business, Tech Transport needed to implement a large number of carrier application programming interfaces (APIs) into its transportation management system (TMS). While the company's internal IT team was equipped to incorporate the APIs, the volume of carriers, number of updates, and the need for real-time accurate rates, made them quickly realize that they did not have the bandwidth to maintain the APIs.

Tech Transport decided a partner that focused strictly on technology was the best option. That decision freed up the internal IT department to focus on the main operations of the company and put the APIs in the hands of the experts – Banyan Technology.

"Our goal has always been to listen to and serve our clients as best we can," said Bob Freed, executive vice president of Tech Transport. "Our motto is 'We work for you,' and we really try to do that for our clients. … We work for our customers. We care. We feel their pain, and we do whatever we can to help simplify their shipping needs. To do that, we need the people and the technology. Banyan Technology was the solution."

SOLUTION

The company chose Banyan as its partner because of its expertise in the logistics industry. Banyan is also connected to more carriers than anyone else in the industry and provides customers with access to the most up-to-date and robust carrier APIs.

Tech Transport knew that Banyan's LIVE Connect™ platform could keep up with the technology, APIs and industry updates needed to ensure its customers always receive accurate information and carrier ratings. "We really try to align ourselves with partners that will help our core business and our customers grow," Freed said.

RESULTS

With LIVE Connect, Tech Transport could provide their customers access to their preferred carriers' APIs as well as ensure accurate ratings across all shipping lanes. Through Banyan's API, the 3PL could also automate the shipping process, track all shipments, and make invoicing and document retrieval much easier, resulting in Tech Transport increasing their profit margins and passing those savings onto customers.

"By implementing the Banyan API, we get the pricing upfront, and we also have the ability to track shipments so our customer can see where the freight is, and upon delivery, the invoice is able to be seen electronically," Freed said.

Shipments are booked instantly and all of the accompanying documentation, including BOLs, PRO numbers, invoices and more, automatically attach to the order number as needed. It is an efficient and easy process for Tech Transport's customers that saves them time and money.

The immediate visibility of shipments and invoices within LIVE Connect makes it easier for Tech Transport to work with their customers if there is ever a discrepancy in what was quoted versus what was billed. The customer can see for themselves if there was an accessorial charge or weight change from the quote and the shipment that was delivered. Therefore, these issues can be handled quickly with full transparency rather than weeks later when an invoice would arrive via mail.

"The key is to be aware of your customers and what they need and develop good solid relationships, and we do that by a combination of people as well as very good use of technology – the two go hand in hand, allowing us to meet and exceed our customers' needs," Freed said.

ABOUT
BANYAN TECHNOLOGY

Banyan Technology, the leading provider of over-the-road (OTR) shipping software, delivers real-time intel, actionable insights, and instant access to information to help drive greater operational efficiencies and cost savings for Shippers, 3PLs, and supply chain partners. Our LIVE Connect™ platform provides rating and shipping execution from a single screen for Truckload, LTL, Local Carrier, and Parcel. To learn more, visit www.banyantechnology.com or connect with us on LinkedIn, Facebook, and Twitter.

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