

## SUCCESS STORY:

# Tech Transport Improves Operations, Customer Service with LIVE Connect

## INTRODUCTION

---

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.

## 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

---

Banyan Technology integrated its LIVE Connect™ platform into Tech Transport's existing TMS, allowing its customers access to the most up-to-date and robust carrier APIs in the industry. The company chose Banyan as its partner because of its expertise in the logistics industry and its connections to 3x more carriers than any other provider.

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 received accurate information and carrier ratings. "We really try to align ourselves with partners that will support our core business and help 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 customers can see where the freight is, and upon delivery, the invoice can 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.

---

**"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."**

**-Bob Freed, Executive Vice President**

---

### ABOUT BANYAN TECHNOLOGY:

**Banyan Technology provides the industry's most flexible technology solution with the most carrier connections for real-time rating, scheduling and tracking of shipments. Our LIVE Connect™ platform delivers innovative resources to help clients make better decisions through increased data availability and shipment visibility, saving them time and money.**



[info@banyantechnology.com](mailto:info@banyantechnology.com)



1-844-309-3911



[www.banyantechnology.com](http://www.banyantechnology.com)