

“GPS TimeTrack® from Xora has helped differentiate our service in a tough economy and has been central to improving customer satisfaction, resolving disputes and tracking our high-value shipments. It’s a utility that we can’t turn off.”

— Gene Hartmann
Vice President, Ohio Eastern Express

Ohio Eastern Express



Benefits

- ▶ Real-time fleet visibility allows customers to better prepare for the arrival of shipments
- ▶ Increased driver accountability
- ▶ Improved customer service by validating detention and late fees

Background

Ohio Eastern Express was founded in 1961 by the Waldo family for the purpose of delivering fresh, packaged meat to its customers on the East Coast. Over the past 5 decades, OEX has grown from a small, in-house private fleet, to a company that continues to offer refrigerated service between the Midwest, Southeast and the East Coast by utilizing a power base of over 60 tractors and 75 refrigerated trailers. OEX’s reputable service extends to small, family owned companies as well as Fortune 500 companies.

Situation

Ohio Eastern Express (OEX) has used several Satellite communication-based providers over the last 20 years. They

use GPS location technology to deliver real-time ETA updates to customers and also optimize loads and pickups of drivers as they make deliveries along their 500 mile routes. While OEX clearly saw the business value of real-time truck location, the maintenance costs on an annual basis were very high. In addition, they were paying for a lot of features that weren’t being used or were unreliable. When it came time to renew the contract from their current GPS provider, OEX began a search for a simple, low cost, unobtrusive tracking system.

Solution

After doing research and conducting a number of product trials, OEX switched providers and selected Xora’s GPS TimeTrack for Assets in order to keep track the location of their trucks. The service uses a small asset tracker from Anydata, Inc to track the location of the truck. Due to the device’s small size, it can be easily installed behind the dash and out of sight, while the vehicle’s battery provides constant power to the device. Phone-GPS tracking systems were not an option since cell phones are not provided for the drivers.

Results

GPS TimeTrack has helped OEX provide real-time updates when customers call in to check location of their shipments. Since the product being shipped is meat, real-time visibility is important to customers so that they can prepare their docks to receive the shipment. Real-time truck location also helps reduce the radio chatter between dispatch and the truck drivers to determine location, load conditions and nearest driver to pickup a shipment.

GPS TimeTrack has also helped with handling disputes related to detention and late delivery fees. Typically, 2-4 hours is allowed to unload a shipment. After that, a detention fee is charged to OEX customers. GPS TimeTrack’s web-based reports help identify stop times to determine if the late fees were valid or not.

OEX uses a combination of employee-drivers and owner-operators. With GPS TimeTrack, OEX can ensure that owner-operators follow OEX guidelines in delivering a shipment and provide a suitable level of customer satisfaction.

In addition, GPS TimeTrack clearly delivers a tremendous ROI to help locate and recover trucks under the rare circumstances that they are stolen or abandoned.