

# How Carrier Logistics Helped Baton Rouge Cargo Optimize Freight Operations

## About Baton Rouge Cargo (BRC)

BRC provides first and final-mile freight transportation services in Louisiana and Mississippi. With a fleet of trucks, tractors and trailers, the company hauls consumer, residential, business, and industrial goods in secondary markets for shippers and other carriers.

BRC operates warehouse facilities in Baton Rouge, Shreveport and Lafayette, Louisiana, and in Jackson, Mississippi, to handle consolidation and distribution needs for its customers.

## Experiencing the FACTS™ Difference

Using the FACTS freight management solution from Carrier Logistics Inc. (CLI), BRC is saving administrative time, enhancing visibility into its operations, and providing a more consistent customer service experience.

*“With Carrier Logistics, we are saving six to eight hours per day in administrative time that we can spend on other needs and initiatives. Centralizing transportation management processes across our network of four terminals in two states with their FACTS freight management solution improves our ability to provide customers with a more consistent service experience. CLI makes a marked difference in our operation because we have enhanced visibility that allows us to make more effective and productive use of our vehicles and drivers to meet customer needs.”*

- Daniel Miller, Director of Operations — Baton Rouge Cargo

## BRC's Challenges

BRC needed to deliver consistent service and gain visibility into its operations. With an array of vehicles operating from four facilities in two states, customers using a variety of information systems, and a changing business model, BRC required a new enterprise transportation management solution.

A shift in the business model at BRC — from hauling primarily industrial freight to also meeting the rising demand for consumer delivery services driven by e-commerce growth — demanded that it centralize business and dispatch operations to provide a more consistent service experience for customers across its four warehouse locations.

## Why Choose CLI?

CLI provides amazing, robust technology solutions to power freight and delivery businesses forward. Their road-tested software provides the right tools for you and your staff to make your company more efficient and your customers happier. Developed by trucking experts, FACTS will solve your business headaches, providing immediate ROI and resulting in a more satisfied staff and customer base. Always being enhanced, serviced 24/7/365, and available via a hosted application or on your own servers, CLI's FACTS solution is reliable, respected, and right for your business.

## The Solution

After initially evaluating 20 different transportation management systems and taking part in about eight demonstration projects, Baton Rouge Cargo replaced the management software it had been using for seven years with the FACTS freight management solution from CLI.

The stand-alone transportation and freight management system from CLI is a fully integrated operations and financial solution designed for multi-terminal, high-volume freight bill environments. FACTS can be deployed across a company's network as a single database to manage all administrative and operations functions.

One of the more highly regarded components of the system is the FACTS Deal Management pricing and rating module, which BRC urgently needed.

## The Results

Using CLI's FACTS freight management solution, BRC was able to deliver service consistency to customers, optimize operations, and improve business processes.

With FACTS, Baton Rouge Cargo is saving six to eight hours per day by speeding up and automating its transportation management processes. Now, the administrative team can spend time focusing on other needs and initiatives.

Eliminating the use of multiple systems, the CLI solution centralizes business and dispatch operations and enables more effective use of the company's carrying capacity. The freight management solution generates optimized routes, improving vehicle utilization and driver productivity.

Dashboards in the CLI system provide enhanced visibility into customer, load, and dispatch information without having to dig into data. The single-screen access to actionable information improves operational productivity by eliminating the need to switch between separate systems.

*"Carrier Logistics has consistently supported our needs at a much higher level and at a lower cost than we had in the past and compared to other TMS vendors we considered. They routinely provide and develop innovative solutions that help us meet our customers' needs and our business process requirements for today and for the future, and they are always responsive when we need answers."*

- Daniel Miller, Director of Operations — Baton Rouge Cargo

## About Carrier Logistics Inc.

Carrier Logistics Inc., Tarrytown, N.Y., is a leading transportation software developer and engineering consulting firm and a pioneer in creating systems technology and freight management systems for the trucking industry for over 40 years. CLI is the premier transportation software provider to LTL, combined LTL and truckload, asset light and non-asset and package delivery in the U.S., Canada, Australia and the United Kingdom.



**SEE CLI'S FACTS™ FREIGHT MANAGEMENT SOLUTION IN ACTION. SCHEDULE A DEMO TODAY.**



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