

# Case Study: Cargo Transporters



Claremont, North Carolina-based Cargo Transporters is a truckload, dry van carrier operating 525 late-model trucks in 48 lower states.

The company provides shippers a complete outsourced transportation solution. In late 2016, the company was one of 43 truck carriers to receive a SmartWay Excellence Award from the U.S. Environmental Protection Agency as an industry leader in freight supply chain environmental performance and energy efficiency.

"We take pride in the fact that we operate a fleet that's as efficient, safe and as environmentally responsible as we can," said John Pope, Chairman of the privately-held Cargo Transporters.



## The Problem

Before switching to weigh station bypass service with Drivewyze, Cargo Transporters received bypasses using a transponder-based system. Weigh station has always been a critical part of the company's goal of helping drivers avoid the frustrations and potential safety issues related to exiting and entering the highway and to be as efficient as possible by keeping their trucks running on the mainline.

"Driver satisfaction is extremely important in today's operating environment," John Pope said. "Keeping a driver moving to fully utilize their ELD driving hours is paramount. That's why we have a driver retention rate of just under 50 percent, which is pretty darn good in the trucking industry. We know in today's market, the only way we can be assured of providing our customers transportation services that consistently get their loads delivered on-time is if we make every effort to maximize driving time for our drivers."

But transponder-based service has some disadvantages, chief amount them is that it only works at permanent weigh stations. "Many states such as South Dakota and New York use temporary inspection sites where our drivers just couldn't get bypasses."

*"From a technology point-of-view, Drivewyze offers a much more cutting-edge technology and is increasingly being viewed favorably by law enforcement agencies." - John Pope, Chairman*

A few years ago, company officials began noticing the service offered by Drivewyze. Pope said he appreciated how quickly Drivewyze added new locations and states and how it works at permanent as well as temporary sites. As Drivewyze worked towards integration with devices offered by the company's electronic logging device vendor – Omnitrac, it became the more compelling choice, he said.



## The Solution

Soon after Omnitrac Weigh Station Bypass Service provided by Drivewyze PreClear became available, Cargo Transporters executives decided to remove the transponder-based weigh station bypass from its fleet of trucks and activate Drivewyze.

Pope said. "We had to assign three people to constantly update things with our other weigh station bypass provider. Drivers also expressed some frustrations when roadside transponder readers were not working correctly or when they couldn't maneuver their trucks for their transponders to be read properly in order to get their bypasses."

*"We no longer have to manage and track [transponders], which presented a challenge because our company trucks are based at several different locations."*

*- John Pope, Chairman*



## The Results

After activating Omnitracs Weigh Station Bypass, Cargo Transporters drivers began receiving bypasses immediately. Because the bypasses were delivered using the ELDs, which were familiar to drivers, they had little difficulty learning how to use the service.

In the first two weeks following activation, Cargo Transporters received 3,900 bypasses out of 4,677 visits to Drivewyze-enabled weigh stations, for a bypass rate of 84 percent. Drivewyze estimates that the 3,900 bypasses saved Cargo Transporters more than \$36,000 in potential lost productivity and fuel costs, translating into a 748 percent ROI.\*

*"Drivewyze right in line with our commitment in providing our drivers with the latest technology to help them increase their drivetime"*

*- John Pope, Chairman*



Bypasses saved the company more than \$36,000 in costs in the first two weeks alone



In those two weeks, Cargo Transporters received 748% ROI\*



Received 3,900 bypasses in the first two weeks of Drivewyze

"Drivewyze is right in line with our commitment in providing our drivers with the latest technology to help them increase their drivetime," Pope said.



*"We see Drivewyze as the future because of its successful integration with ELDs and because state agencies can deploy it quickly and offer it at their temporary sites."*

*- John Pope, Chairman*

Contact Drivewyze today to find out how much you are losing at weigh stations and inspection sites.

1-888-988-1590 | [www.drivewyze.com](http://www.drivewyze.com)

Weekdays 8AM to 9PM ET ©2017 Drivewyze® is a registered trademark of Intelligent Imaging Systems, Inc.

# Drivewyze®

North America's largest weigh station bypass service.