

Case Study

CTS Elevates Driver Experience and Revenue with Motorcity Communications Platform

Real-time messaging and flexible data integration keep CTS drivers moving.

→ The Challenge

As a regional carrier, CTS has a high volume of daily dispatch-to-driver communications. Multiple loads are sent to each driver, often with many delivery stops. Every second counts during the workday, but latency issues between the company's transportation management system (TMS) and in-cab mobility platform created message wait times of 10 to 15 minutes.

Exchanging phone calls had become the norm and caused driver frustrations and added costs.

→ The Solution

CTS began searching for a flexible, real-time communications solution. After conducting a successful pilot of the Motorcity RELAY™ messaging and cloud-based TORQUE™ connectivity solutions, CTS seamlessly integrated and deployed them alongside a new telematics product and custom mobile driver app.



About CTS

Contract Transport Services (CTS) is a leading provider of dedicated and regional Midwest transportation services to Fortune 500 companies. Today the Green Bay, WI-based company employs more than 100 trucking professionals.



Motorcity Systems

motorcity.systems

➔ The Results

CTS has seen improvements in four main areas by using the integrated Motorcity Communications Platform for real-time, unified workflows and seamless dispatch-driver communications:

- **Driver Satisfaction**

Besides causing message delays, the company's previous platform offered minimal flexibility for presenting information to drivers. Sorting through load, route, and status details added to the already high call volume. Motorcity's solutions deliver fully detailed load information to drivers' Android tablets via instant messaging.

- **Greater Operational Flexibility**

The TORQUE integration platform gave CTS the flexibility to add new third-party applications while leveraging existing ones, giving drivers and dispatchers a unified workflow. CTS now has confidence in the platform's extensibility for use across other business units in the company's portfolio.

- **More Revenue**

Real-time communication with dispatch reduces the anxiety drivers used to experience while waiting for information. Drivers now know exactly what they need to do and when. The certainty reduces idle time and drivers have increased the number of loads they move per day.

“There's inherent value in the flexibility we now have with our Motorcity System solution, which is more than capable of adapting as the needs of our growing organization evolve.”

– Derek Overly
IT Administrator at CTS



- **Easier Onboarding**

The learning curve for drivers and dispatchers with the Motorcity Systems platform was significantly lighter than CTS anticipated. Drivers immediately accepted the new solution after they saw how much easier it was to use by improving the speed and quality of communications.

“The driver satisfaction we saw from the ability to communicate in real-time was huge, especially given the velocity in which we execute orders and stops,” said Derek Overly, IT administrator, CTS. “When our drivers ask questions, they're now getting answers immediately. When dispatch needs to inform the driver of a change, that happens immediately. Everyone is happier because they're receiving the information they need when they need it.”

