SUCCESS STORY:

TECH TRANSPORT IMPROVED ITS OPERATIONS AND CUSTOMER SERVICE WITH LIVE CONNECT

BANYAN ®
T E C H N O L O G Y

Tech Transport, a third-party logistics provider headquartered in Milford, NH, offers a freight management solution that helps companies simplify their shipping process. Since 1983, Tech Transport has worked to meet and exceed its clients' transportation logistics needs. However, as the industry changed and digitization became the norm, Tech Transport realized it needed a reliable technology partner to ensure it continued to provide the best solution to its clients.

CHALLENGE

To best serve its customers on both its logistics and brokerage side of the business, Tech Transport knew it needed to implement a wide array of carrier application programming interfaces (APIs) into its transportation management system (TMS). The company's internal IT team could incorporate the APIs on its own, but with the number of updates and the need for real-time accurate rates from a number of different carriers, they did not have the time and ability to maintain the APIs. Tech Transport decided a partner that focused strictly on technology was the most prudent 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

Tech Transport chose Banyan Technology as its partner because of its expertise in the LTL and logistics industry as well as its connections to more carrier APIs than any other solution in the industry. Additionally, Banyan provided references that Tech Transport contacted, and after all of their vetting, Tech Transport decided that Banyan's LIVE Connect™ solution was the right freight-pricing API hub for them.

Tech Transport had the information it needed to know that Banyan could keep up with the technology, APIs and industry updates needed to ensure Tech Transport customers always receive accurate information and carrier ratings.

"We really try to align ourselves with partners that will help our core business and our customers grow," Freed said.

Banyan Technology implemented its LIVE Connect solution into Tech Transport's existing TMS, allowing its customers access to the most up-to-date and robust LTL carrier APIs in the industry.

Tech Transport SINCE 1983 ®

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, Tech Transport could also automate the shipping process and track all shipments. It also made invoicing and document retrieval much easier. The implementation resulted in Tech Transport increasing their profit margins and passing those savings on to customers.

"By implementing the Banyan API, we get the pricing upfront, and we also have the ability to track shipments so our customer can see where the freight is, and upon delivery, the invoice is able to be seen electronically," Freed said.

This immediate visibility of shipments and invoices 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 via mail.

The visibility extends beyond invoicing to the entire order process. Tech Transport's customers are able to see instant rates and transport modes on one screen, so they can easily compare all of their preferred carriers and select the best one for that shipment. In addition to rates, customers can also see transit times and other data that is important to them. 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 and saves them time and money while also saving Tech Transport time and increasing their profit margins.

"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," Freed said.

Bob Freed,
Executive VP,
Tech Transport

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About Banyan Technology

At Banyan Technology, we are creating a unified force – connecting shippers, 3PLs, carriers and supply chain partners and empowering everyone with unprecedented intelligence and actionability.

As North America's leading provider of live carrier and API connectivity for transportation management, we provide real-time intel, actionable insights and instant access to opportunities that drive greater operational efficiencies and create significant value for your bottom line.

More information is available at www.BanyanTechnology.com.

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