

SUCCESS STORY:

FREIGHT VISIBILITY HELPS TRINITY LOGISTICS DELIVER THE BEST RESULTS FOR ITS CUSTOMERS



Trinity Logistics, a third-party logistics provider headquartered in Delaware but with offices nationwide, offers freight solutions for businesses of all sizes in truckload, less-than-truckload (LTL), warehousing, intermodal, drayage, expedited and international through a dynamic mix of human ingenuity and innovative technology.



With that mix of expert knowledge and cutting-edge technology, Trinity Logistics is able to meet industry challenges head-on and provide solutions to their clients that help them thrive, which also helps Trinity's bottom line.

CHALLENGES

In today's volatile LTL market, shippers and 3PLs are facing a host of issues that they have not had to deal with in the recent past. Those challenges include new restrictions due to COVID-19, equipment and driver shortages, rate increases, and carrier capacity constraints.

"Obviously, COVID-19 has affected all of us," said Stacey Howell, vice president of LTL for Trinity Logistics. "The additional regulations and restrictions it has caused have really put on a damper on the flow of our industry. Drivers are spending an extra 5-12 minutes per pickup and delivery to meet precautionary measures, which slows down the whole supply chain."

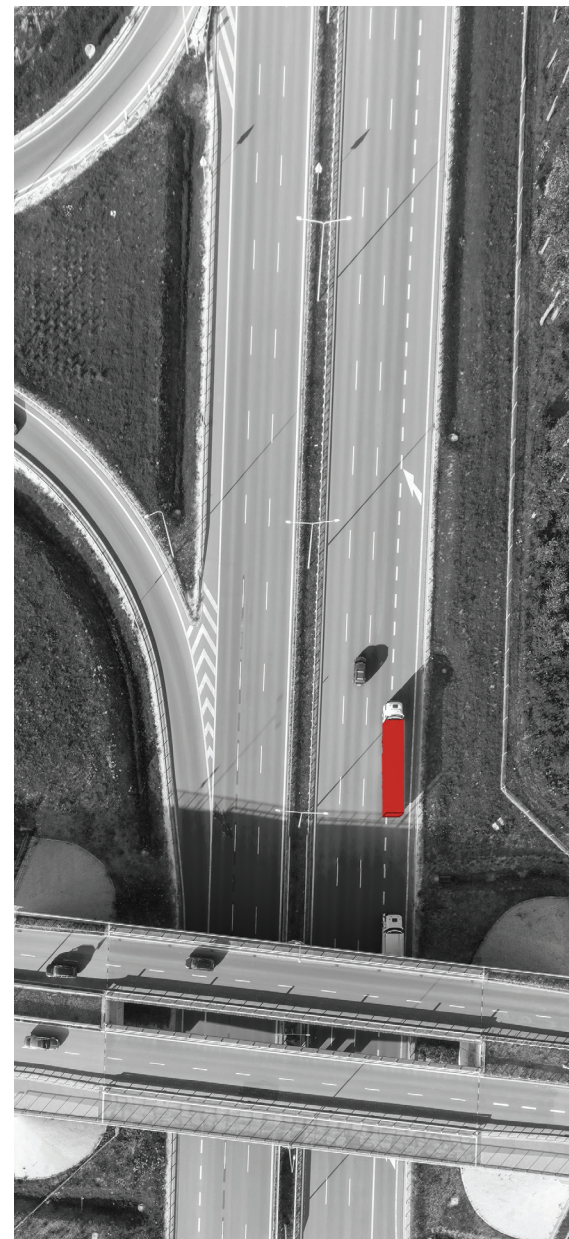
Beyond COVID, many of these challenges will still remain. For instance, shippers and 3PLs will have to learn how to succeed in a freight-heavy, low-capacity market, which the driver and equipment shortages contribute to.

"The LTL market is hot right now," Howell said. "Freight is good, but capacity is tight, and LTL shipment growth is projected to increase 5-7% this year alone. Online purchasing of goods is still at an all-time high and is not expected to decline anytime soon.

"Additionally, driver shortage is at an all-time high, and liftgate and residential deliveries have increased more than 50% since the pandemic started. The increased e-commerce business has really challenged carriers and some just don't have enough liftgates in their fleet to meet demand. We are also seeing several carriers embargo ZIP codes on their GP (general/blanket pricing) in hopes to help reduce traffic into their major hubs. They have a backlog of freight with several cross-dock terminals severely behind in processing loads."

Furthermore, the LTL industry is seeing general rate increases (GRIs) across the board from all carriers. These are typically ranging between 4% and 6%.

As the economy continues to recover from the pandemic, logistics companies will need to adapt and build better relationships in order to thrive. And that is exactly what Trinity Logistics has been doing.



SOLUTION

For Trinity Logistics, dealing with these challenges has been made easier because of its partnership with Banyan Technology.

“Now more than ever, through Banyan’s API connections and visibility, it has been the key to our success to put our customer’s shipments in the lanes that best fit our carrier’s network allowing Trinity to still maintain costs as the carriers needs change,” Howell said.

By using Banyan’s LTL aggregator platform LIVE Connect™, Trinity and its customers are able to fully automate their freight management process, from order through invoicing. They also have real-time access to quotes from all of their preferred carriers, the ability to book shipments in the right lanes and can track the shipment throughout the supply chain. Additionally, the freight bill management process is also made easier through the Banyan freight-pricing API tool.

“Through Banyan’s technology, we offer real-time information and data that helps automate our customers freight management process,” Howell said. “And having full visibility of customers’ freight allows us to make good business decisions on our customers behalf.”

LIVE Connect provided Trinity with direct access to carrier pricing, eliminating the need to manually enter carrier pricing contracts. It also gives customers the opportunity to take advantage of Live Lane Specials™, Banyan’s proprietary in-lane, real-time rate reductions. The program also updates carrier rules tariff changes in real time, protecting against loss of revenue.

“Banyan’s analytical reporting tool gives us and our customers access to a dashboard full of quality performance data,” Howell said.

By implementing and using Banyan’s LIVE Connect, Trinity is able to create operational efficiencies for itself as well as their customers. Additionally, the shipment and carrier data that Trinity tracks using LIVE Connect helps them provide full transparency to their customers. They analyze the data and communicate the results to help their customers make better decisions, ultimately, saving them time and money while boosting Trinity’s bottom line and its standing as a valuable partner with their customers.



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Vice President of LTL,
Trinity Logistics

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RESULTS

By streamlining processes through automation, Trinity Logistics has a history of success with Banyan's volume-pricing software-as-a-service (SaaS).

"One of the biggest benefits of bringing Banyan to Trinity was automation," Howell said. "Banyan helped us create new operational efficiencies and streamline processes. Banyan allows us to offer both time and cost savings to our customers. Time savings through automation, and cost savings through dynamic pricing options and real-time intel."

Through its auto load tendering function, LIVE Connect helped reduce Trinity's dispatch time by 90 percent. It now takes Trinity .5 seconds rather than minutes.

By taking advantage of Banyan's volume quoting functionality, Trinity creates efficiency. Gathering quotes previously took 10-15 minutes by phone or email, now it takes just 1.5 minutes total to pull and view all of the carriers' rates.

The mass load quoting and building capability saves Trinity more than 50 percent of their time by having the ability to import spreadsheets for mass quoting and load building.

"Auto load tendering takes the manual out of dispatch whether our customers are booking the shipment or we are with just a click of a button," Howell said. "And for mass load building, instead of going in and building each shipment individually, we can import the data for the system to build those for us and we just manage all the exceptions. It has quickly become the go-to solution for our larger LTL customers."

For Trinity, the company found that in order to grow and thrive in the industry, it needed to add technology and automation into its processes.

"We wanted real-time, accurate data, we wanted to eliminate as many manual processes as possible, and we really wanted to take advantage of intelligent dynamic pricing, and that led us to Banyan."

"If you want to be a leader in this industry, if you want to gain the advantage over your competition, if you want to increase productivity or minimize costs, then adding intelligence into your system is going to be key to your success."



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.



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