



Mobile Applications:

A strategy that benefits the driver,
customer, and the carrier





Carriers who seek to maximize business opportunities do so by valuing all their employees equally and giving them the tools to complete their daily work processes.

Management knows how each person on their workforce brings a unique skill, and at the end of the day, the teams that work well together make movement across the competitive playing field easier.

Similarly, mobile applications designed for carriers that connect all players by capturing and storing their vital shipment data allows for quick course changes, using out-of-cab technology to update delivery strategies.

In the final analysis, the best mobile technologies are the ones that benefit both their drivers and their customers.

Today, out-of-cab capabilities allow for more driver productivity by providing them with the needed information before they adjust their truck mirrors and turn the truck's ignition key. This productivity improvement maximizes their working hours behind the wheel.

Smarter than the average computer

Anyone observing commuters on trains and airplanes can quickly see how mobile technology has transformed how we live and connect with the world.

"Today's smartphones are faster than the mid-'80s Cray-2 Supercomputer, faster than the computer onboard the Orion spaceship NASA is currently testing to go to Mars..." ([Samsung, Aug. 7, 2020](#))

Think of this statistic: 95% of truck drivers use smartphones with high-quality data plans and high-megapixel cameras.

Carriers have jumped onboard the data-stream locomotive to adapt their businesses to the power of mobile applications. Data capture and electronic documentation have changed the way carriers do business the same way that consumers use their mobile devices to shop smart and stay connected. By eliminating the

physical constraints of printing and processing paper, carriers have positioned their businesses to deliver vital data to the right people, effortlessly – 24/7 if desired.

A successful document and data capture strategy, using mobile technology, must address critical business questions. Read on and learn more how a mobile solution can help carriers increase efficiencies, streamline operations, and improve the bottom line.

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Smart connections with smart mobile devices

A successful mobile strategy uses the premise of linking all the key areas of a carrier's business.

By connecting with shippers, drivers, company personnel, business partners, and mission-critical systems, the mobile app becomes central to improving business operations. It can ease the user experience and maintain critical connections across the enterprise and the supply chain.

Drivers see the move to mobile strategies as a benefit to their daily work. When their

work-life balance becomes more stable, they know the company is on to something good. Where once the driver had to be in-cab to get their data, now they're free to log on and download shipment data anywhere, anytime.

Beyond driver benefits, an effective mobile strategy allows the enterprise to achieve significant gains in other areas, including recruiting, safety, travel, expense, accounts payable, and any other department that would benefit from real-time connections.

A robust mobile solution must work as either a passive or an active application, and apps that

allow easy upgrades are desirable. Additionally, as businesses evaluate various features, they must weigh differences in capabilities and how it connects within their current back office.

Active applications provide seamless updates to internal systems. It sends out alerts to exceptions and automatically triggers workflow events while gathering information such as driver information, document types, and batch types.

Active systems deliver the most value to the transportation industry by reducing cycle times and decreasing operational costs.



Am I standing in the winner's circle with a mobile strategy?

Does the mobile strategy:

- maximize acceptance
- adjust to critical strategy changes
- improve process automation
- deliver superior customer service and issue response provide a measurable ROI

Does the mobile solution put drivers first?

You've decided to adopt a mobile solution into your business, now what? Carriers should focus on the drivers' benefits and answer the following:

- Is it intuitive and easy to use?
- Is there a point-and-click interface that minimizes keystrokes?
- Does the image optimization reduce data consumption?
- Is there visibility to key performance indicators to drivers and management?
- Can it connect directly to the back-office staff?

Ideally, a mobile capture application improves settlement accuracy by providing visibility to missing trip documents and payroll cut-off dates. Ultimately, the mobile capture application needs to add value to both company drivers and owner-operators.



Smiles all around in the office

Drivers have readily adopted mobile solutions, but does it benefit the enterprise as a whole – including staff in the back office? It should. A mobile solution that efficiently indexes images to the dispatch system results in enhanced document accuracy. Receiving pre-indexed documents helps the office staff reduce the sorting and scanning of driver paperwork. This feature ensures the real-time processing of paperwork and boosts office productivity.

Once the driver completes the delivery and logs onto the mobile app, a quick input puts the mobile processing into motion. The application can include immediate displays of proof of delivery (POD) notifications to shippers, notify the drivers of document receipts, and expedite the invoicing.

Don't chase away your customers

According to [Womply Research](#), negative customer reviews succeed in driving potential customers away. Studies show that one negative review has the potential to drive away 22% of prospects.

The top carriers stand out by providing superior customer service. They do this by supplying delivery confirmation, POD receipts, status updates, and cargo damage alerts near real-time. This rapid processing keeps shippers

informed promptly with better data that includes photographs and even videos. It's all accessed via a web portal or emailed as part of the carrier's workflow.

This level of detail allows internal operations to have opportunities to address and resolve out-of-standard events such as over short and damage (OS&D) claims before contacting the shipper.

Multiple ways to measure success

Carriers should be able to measure the success of their mobile technology investment quickly. Success markers include improved cash flow due to near real-time billing. Reduced 'do-overs' are a result of accurate invoicing that allows for quicker payment. A reduced labor cost due to electronic processing frees up staff to attend to other tasks.

By confirming all necessary documents needed for billing, the back-office workers will

appreciate the reduced stress as the mobile technology fits into their daily routine.

These improvements allow organizations to grow without adding staff and giving personnel more cost-effective ways to spend their work hours. Additionally, providing drivers with the latest mobile capture technology positions the carrier as an industry leader, making the organization more attractive to new applicants, and often leads to a better engaged workforce.

A recent study asked over 6,000 truck drivers how they used cell phone apps.



57%

use their cell phones to keep track of daily business



37%

use mobile apps to acquire and schedule loads



33%

used trucker apps for weather, fuel prices, and traffic conditions



20%

use their mobile apps to stay connected with family and friends



20%

said because of mobile apps they no longer need to carry laptops on their trucks

nonforcedispatch.com

Ask first, then take action

Selecting a mobile application can be a critical decision for your business. Below are crucial questions to ask before making your final choice.

First, determine if you seek a passive solution to remotely capture documents or an active system that benefits your drivers, your company, and your customers. The optimal solution is to implement one that accommodates both.

How much technical know-how is required?

If you are a carrier with limited technical expertise, the solution provider must offer built-in integration and configuration support. Intuitive design and ease of use is paramount. A company with more robust technical resources is afforded options to choose a solution that provides greater flexibility in integrations and feature development.

It's likely that the integration level is not too involved when using passive systems that merely transmit document images. Carriers must work closely with providers when installing an active approach. Mobile enterprise solutions require full integration with the carrier's transportation management system (TMS), fleet maintenance, registry monitoring insurance services (RMIS), and other vital back-office applications.

Say no to fuzzy images and incompatible files

In many cases, mobile capture applications do not optimize captured or scanned documents, and often hog bandwidth. Suppose the carrier's system requires a TIFF format. (TIFF stands for tagged image file format, and it's long been the gold standard for printing high-quality images. Most apps can handle TIFF images.)

Unfortunately, image conversions can discard too much of the data resulting in a poor-quality image. Pixelated documents waste staff time trying to decipher the picture. A mobile capture application that does not optimize images for submission could ultimately compromise the application's efficiency.

Will you answer the phone after the sale?

Flexible and modular is the key to a robust mobile application that meets a carrier's changing business needs. If a business has an IT support staff, the carrier should consider mobile capture solutions with an application programming interface (API) that works seamlessly with their office applications, including recruiting, safety, accounts payable, and travel.

Does the solution put the "easy" in eForms?

A valuable benefit of strategic mobile solutions is forgetting traditional paper forms, such as delivery receipts. This technology goes way beyond a simple electronic signature. It's an electronic representation of a printed form that presents, collects, and sends information, all from the ease of a mobile device.

The beauty of eForms is how it can perform updates while the driver is en-route. It reflects real-time changes within the dispatch system and ensures it presents the most up-to-date information to your customers.

Since eForms support the import of indexed documents, it enhances submit speeds and data accuracy. Also, the magic of electronic signals removes manual dispatch updates, thus reducing billing delays and providing for the ability to pay drivers quickly.

Ultimately, the ease of eForms improves the user experience for the driver and the customer. For the carrier, it offers a visible ROI, and that's something they can take to the bank.

Are mobile solutions one price fits all?

A mobile solution should have price flexibility based on the carrier's industry segment and payment preferences.

Truck and driver count may be a simplistic way to track pricing, but consider this: if your drivers do not use the application (or if your trucks are empty due to driver shortages), you're paying for a non-utilized service. Keep in mind that seasonality might affect the number of additional trucks applied to the pricing structure.

Transaction-based pricing (such as the number of orders per month) will rely on an interface with the dispatch system to validate the transaction count and minimize billing disputes. This method eliminates truck and driver-based pricing disadvantages, given that charges apply only when using the service.

The carrier can negotiate a monthly fee range or mandate that truck counts are audited at specific times to account for seasonality. This model is attractive to fleets with stable truck and driver counts who prefer a monthly charge.

Would my customer like the following?

- Immediate POD notifications that send delivery documents to the shipper.
- Access to pre- and post-delivery load securement photographs.
- Shippers now more responsive through immediate visibility of the required documents.
- Shipment tracking and GPS location updates.

What's the WIIFM?

(WIIFM – what in it for me – the carrier who wants to increase profits)

- Integrated indexing eliminates errors and the staff time needed for manual data entry.
- Integrated billing allows the carrier's billing staff to work the exceptions, and improve productivity.
- Reduction of calls to drivers for missing or late paperwork increases staff productivity.
- eForms replaces traditional paperwork and bypasses the limitations of paper receipts.
- Superior customer-focused electronic document delivery.
- Up-to-date technology assists with recruiting and retention.



What are you waiting for?

Given recent mobile advancements, and as mentioned, that over 95% of truck drivers use smartphones with high-quality data plans and high-megapixel cameras, carriers today can't afford to ignore the value of implementing a robust mobile capture strategy.

Ask the questions posed in this document. The answers help carriers pare down to

identify the mobile capture solution that will benefit their drivers, customers, and the bottom line.

When carriers compete on the transportation playing field, they must rely on all team members, and using the best in mobile technology gives them strong advantage.

