Case Study

FirstFleet Elevates Dispatcher and Driver Experience with RELAY™

Real-time messaging platform creates efficiency and builds stronger bonds.

➲ The Challenge

FirstFleet was using an aging dispatch-to-driver messaging interface from its transportation management software (TMS) provider. Managing driver communications with this interface had become unwieldy at scale. This prompted a search for technology that could unify and elevate the work experience of drivers and dispatchers.

The company envisioned a "single pane of glass" for managing driver communications through system integrations with its TMS in-cab platform, mobile app as well as SMS texting and phone calls to drivers' personal devices.

➲ The Solution

FirstFleet chose RELAY,™ a cloud-based dispatch-to-driver messaging platform from Motorcity Systems. The platform gives dispatchers real-time visibility of driver locations, hours-of-service, and other statuses alongside features to directly call, text, or send messages to drivers via the mobile app and in-cab ELD and fleet management system from Platform Science.

About FirstFleet

Founded in 1986, FirstFleet provides the highest quality dedicated contract carriage and logistics services to its business partners. Repeatedly exceeding customer expectations has fueled growth for the Murfreesboro, TN-based motor carrier to reach more than 3,200 employees stationed at 140 locations nationwide.

Motorcity Systems

motorcity.systems

➡ The Results

RELAY has elevated the experience of dispatchers at FirstFleet. Dispatchers have visibility of driver locations, hours-of-service and other status details on one screen. The information is presented concisely and clearly through an interface that is easy to navigate.

Real-time visibility helps dispatchers eliminate back-and-forth discussions with drivers about work availability and other details. This helps both sides be more efficient and strengthen relationships. As well, the system automatically sends messages when drivers receive new load assignments.

RELAY gives both sides visibility of a timeline for interactions to help prevent and quickly resolve miscommunications. The timeline shows when each message was sent, received, and responded to. Dispatchers can also run a search to see driver status and message history details for any load.

The dispatcher interface also shows avatars or pictures of each driver, and highlights reminders for drivers' birthdays and military veteran status.

"These small reminders are a game changer. The solution allows us to manage relationships in a new way," said Austin Henderson, CIO of FirstFleet. "We can elevate tons of micro decisions by using a tool like this to improve the quality of life for individuals on both sides of the exchange."

Besides streamlining communication, RELAY has introduced a new level of safety to FirstFleet's operations by making it easy for dispatchers to:

- **Select the best channel.** Dispatchers know when they should not call or send text messages. If RELAY shows that a driver is in motion, the dispatcher could use the interface to instead send a message via the in-cab platform.

- **Send targeted alerts.** RELAY can send messages to drivers in a certain geographic area, among other group options. If a storm is coming through the middle of Tennessee, for example, a dispatcher can select the area on a map and send out a communication to all drivers in the region.

The roll-out for RELAY took approximately six months for all 140 locations. Each time FirstFleet brought a new location online, the drivers stationed there received a text message to notify them of the changeover. Deployment was fast and all future updates can be rolled out quickly.

"The platform is constantly being updated and enhanced so I'm not managing a massive waterfall deployment of new features," Henderson said. "We're very big fans of that."

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