

Case Study

Solar Transport Saves \$1.4M Annually with Motorcity's RELAY™ and TORQUE™

Cloud-based platforms simplify the complexities for drivers hauling refined petroleum.

→ The Challenge

Solar Transport set aggressive growth goals for 2022: expand its service area, grow the fleet, and add customers. Disjointed, unreliable technology stood in the way. Critical messages failed to reach drivers. Frustration fueled turnover and recruiting issues. Missed process steps generated costly errors—sometimes with five-figure price tags.

The company wanted a way to better integrate and stabilize its systems. The right solution needed to:

- Simplify communication and the driver workflow
- Manage the unique complexities of the tank carrier industry
- Introduce process guardrails to keep drivers and products safe

Hauling refined petroleum is challenging work. Solar Transport wanted technology that would make the job easier for everyone, especially drivers.

→ The Solution

Solar Transport turned to Motorcity Systems. RELAY™ offered a unified communication system to connect drivers and dispatchers. TORQUE™ enabled the company to integrate its disparate systems for a seamless experience for drivers and office staff. Solar's custom driver app, ELDs, and TMS now work in tandem through a standardized interface. Most importantly, the new technology allows Solar Transport to have a driver-designed workflow capable of simplifying the fuel-hauling process without compromising safety or service.



About Solar Transport

Solar Transport embodies “energy delivered.” For more than 50 years, the Des Moines, Iowa-based tank carrier and logistics provider has hauled refined petroleum products throughout the Midwest. Solar Transport keeps America moving by serving small-town convenience stores all the way to big-city retailers with a growing fleet of 150 trucks and counting.



Motorcity Systems

motorcity.systems

➔ The Results

Solar Transport wanted to achieve its growth targets. Drivers wanted a better experience. Motorcity System's RELAY and TORQUE made both possible with:

- **Improved Communication**

RELAY streamlined communication ensuring drivers receive up-to-date load changes on time, every time. Drivers have an easy, reliable way to communicate with dispatch using the truck's in-cab tablet. RELAY captures each driver's current location, available hours, and arrival and departure times providing dispatch with accurate service information without creating extra driver work.

- **Powerful Driver Workflow**

Hauling fuel requires a multi-step process. Missing any part can result in major safety issues and load failures. Prior to partnering with Motorcity Systems, the company saw an upward trend in cross-drops—an error of putting the wrong product in the wrong location. The culprit was a process lacking a load validation check.

RELAY and TORQUE allowed Solar Transport to implement a new driver workflow. Drivers have a mobile step-by-step process to follow for every load. The new workflow includes safeguards for eliminating cross-drops before leaving a terminal.

With the push of a button, drivers access site maps showing tank locations, safety hazards, and optimal routes. Following implementation, errors dropped by 89.5%, saving the company an estimated \$1.4 million annually.

“Driver experience is our number one priority. Without the drivers, we're not able to grow our business or expand to different markets.”



– Jason Jones
Director of Driver Services at Solar Transport

- **A Seamless Experience**

RELAY and TORQUE allowed Solar Transport to integrate its systems for a more effective user experience. Now drivers have critical data and more resources at their fingertips. Errors decreased and efficiency improved. The simplified onboarding and training program became a major selling point. The fleet grew 40% in the nine months following implementation. Retention improved by more than 30% as well.

“Driver experience is our number one priority,” said Jason Jones, Director of Driver Services at Solar Transport. “Without the drivers, we're not able to grow our business or expand to different markets. When we simplify their process, give them better tools, and strengthen training, we improve their overall experience.”

