

Case Study

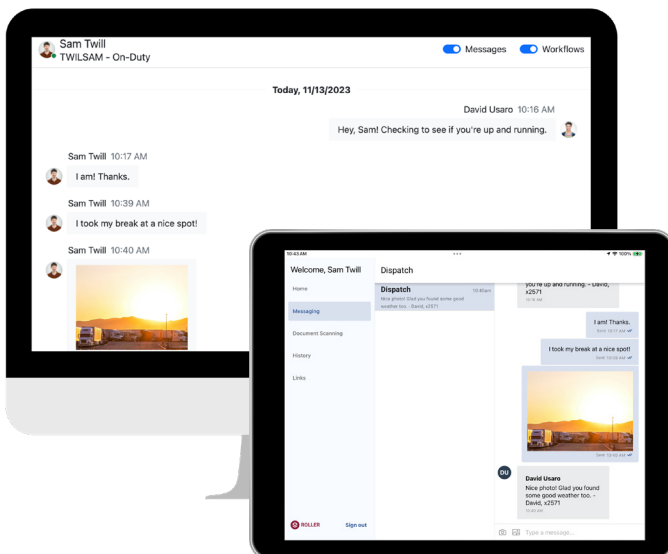
Motorcity's Communications Platform Rapid Deployment Helps Carrier

→ The Challenge

In this circumstance, the carrier found itself in a dire situation when their communication system experienced a debilitating outage. The inability to connect with their trucks and drivers posed a serious threat to their operations. Although traditional phone calls were an option, they proved to be slow and cumbersome when dealing with an entire fleet of vehicles.

→ The Solution

The carrier wasted no time and promptly initiated the app download and testing process. Within one working day, the ROLLER mobile app was available for all drivers. In an all-hands meeting, the carrier's operations team showcased the messaging capabilities of the app and assisted drivers in downloading it onto their devices. Throughout this process, Motorcity maintained close collaboration with the carrier to resolve any implementation challenges, ensuring that drivers could communicate in real-time with dispatch within hours.



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➔ The Results

Motorcity's RELAY proved to be a game-changer. With the speed and convenience of both individual and group messaging, it allowed dispatch to efficiently communicate with their fleet and save precious time during this critical situation. Furthermore, drivers could send images over the platform, enhancing the quality and depth of communication with dispatch.

To further bolster communication and efficiency, Motorcity quickly developed and deployed a new platform feature. Leveraging the GPS positioning of driver devices through the ROLLER app, this feature enabled dispatch to see driver locations on a map in real-time when a message was sent. Importantly, this functionality was independent of the use of an Electronic Logging Device (ELD), providing added visibility and convenience in the face of their service disruption.

In the end, Motorcity's rapid response and comprehensive communication solutions proved to be a lifeline for the carrier when they needed it most. In a critical moment of crisis, when conventional means of communication fell short, Motorcity's ability to deploy a dual-sided communication system ensured the carrier's operations continued to run smoothly. This case study is a testament to Motorcity's unwavering commitment to supporting carriers in times of need, the robust yet easy-to-deploy architecture of the platform, and their dedication to providing reliable communication solutions to keep fleets on the road.

