

Case Study



ATS



Executive Summary

Since adopting Tai Software's Transportation Management System (TMS) in 2014, ATS Logistics has transformed its operations and accelerated its growth trajectory. Starting with less than 100 clients, a team of 12 employees, and \$10 million in annual revenue, ATS Logistics set out to expand its full truckload (FTL) business—which initially comprised only 20% of its operations—and to streamline operations through new standard operating procedures (SOPs) and efficiencies. With slow, intentional growth of 20 to 30% per year and a commitment to staying competitive in a dynamic market, Tai's innovative technology has improved ATS' quoting, tracking, and accounting processes. These improvements strengthened their critical carrier relationships and FTL workflows—boosting their already exceptional customer service to new heights.



About ATS Logistics

Since 1980, Advance Transportation Systems, Inc. (ATS Logistics) has been a trusted third-party logistics provider (3PL), offering a comprehensive range of services across full truckload, less-than-truckload (LTL), drayage, expedited, and international transportation. Their motto "Service is our only product" embodies their emphasis on superior customer service. ATS Logistics is dedicated to optimizing supply chains for businesses of all sizes. Their team of industry experts, combined with a technology-driven approach driven by Tai's TMS, enables them to deliver tailored logistics solutions that enhance efficiency, transparency, and customer satisfaction.

| The Challenge

Before implementing Tai TMS, ATS Logistics struggled with several critical challenges that hindered their growth and operational efficiency.

- ⇒ **Limited Technology Adoption:** In its early days, ATS Logistics relied on manual processes to manage orders, quotes, and carrier information. There was no comprehensive TMS in place, and technology integration was slow and unstrategic.
- ⇒ **Inefficient Freight Matching:** Without an established carrier network or advanced loadboard integrations, matching freight to trucks was labor-intensive and inconsistent. This resulted in underutilized resources and missed opportunities in larger markets.
- ⇒ **Outdated Communication Processes:** Order receiving and quoting were conducted exclusively through email, which prevented the capture of vital data and stifled the development of standardized, formula-driven quoting processes. There was also no tracking process in place to communicate with customers during transit.
- ⇒ **Fragmented Data and Lack of SOPs:** Although ATS's account managers possessed deep industry knowledge, there were no established formulas or standards for onboarding new team members or standardizing successful processes. This resulted in inconsistencies in productivity and profitability. There was also a steep learning curve for new agents.

| The Solution

ATS Logistics turned to Tai Software's TMS to address these challenges and unlock new growth opportunities. Key features and benefits include:

- ➔ **Instant Spot Quoting:** With Tai's tools and streamlined processes, new brokers at ATS can begin spot quoting on day one. Through training and real-time experience on the platform, they're able to quote more complex services within just 2 to 3 months. This accelerated onboarding has been critical for ATS' rapid team expansion and improved consistency in quoting.
- ➔ **Integrated Data and Industry Tools:** By leveraging internal data alongside integrations with digital tools like DAT and GreenScreens, ATS Logistics can now efficiently match freight to available trucks. This integration minimizes reliance on written documentation, individual knowledge, and disparate loadboards.
- ➔ **The Truckload Quoting Page – The Battle Station:** ATS Logistics' team loves the Truckload Quoting Page, a central dashboard that displays all key information in one intuitive interface. This "battle station" streamlines processes such as tracking quotes, posting to loadboards, and communicating with customers.
- ➔ **Enhanced Tracking Capabilities:** Prior to Tai, ATS' shipment tracking processes were almost non-existent. The integration with Trucker Tools revolutionized tracking by incorporating both Electronic Driver Logs and GPS, automating up to 80% of the tracking process from start to finish. Tracking failsafes have also been built-in through Tai's SMS integration. This improved the team's tracking response time speed and accuracy. It also freed them up to focus on other critical tasks, reducing the need to outsource tracking functions.
- ➔ **Automated Accounting and Back-Office Workflows:** Tai TMS automates key back-office workflows, including Proof of Delivery (POD) gathering, auditing, and invoicing. With TriumphPay's auditing integration, a single team member can efficiently handle more than 150 invoices per day, ensuring faster cash flow and reduced manual reconciliation.



| The Impact

With Tai TMS onboard as an operational partner, ATS Logistics has achieved remarkable improvements across various aspects of their FTL business.

Operational Efficiency

- ⇒ **Streamlined Quoting and Enhanced Matching:** With Tai's digital matching platform, ATS Logistics can service a wide range of shippers, from small local businesses to large-scale enterprises handling up to 600 loads per month. These efficiency gains have enabled them to build more substantial customer and carrier relationships.
- ⇒ **Enhanced Tracking and Communication:** The integration with Trucker Tools and the use of texting capabilities have reduced tracking team overhead by 50%. Automated tracking – combined with a personalized, hands-on customer approach – has improved response times from an average of about 20 minutes to less than 14 minutes.

Sales and Customer Experience

- ⇒ **Empowered Sales Team:** Tai's intuitive and customizable platform has empowered new brokers to level up their already exceptional customer service. With instant access to internal data and custom reports, the sales team can now tailor every customer interaction to the customer's needs and preferences.
- ⇒ **Personalized Service at Scale:** ATS Logistics continues to prioritize a hands-on approach, ensuring that automation complements—not replaces—personal interaction. This strategy has reinforced their reputation for providing 24/7 exceptional customer service and helped maintain competitive rates and service levels in a crowded market.
- ⇒ **Enhanced Customer Retention:** An exceptional customer experience has boosted ATS' customer loyalty. While the industry standard is less than 12 months, ATS' customer retention is between 4 and 5 years.

Financial Performance

- ⇒ **Accelerated Growth:** The adoption of Tai TMS has been instrumental in ATS Logistics' steady, intentional growth. Over the years, Tai has helped ATS 8x their revenue. By automating manual tasks and optimizing workflows, the company has enhanced its operational efficiency and is well-positioned to expand its FTL business.
- ⇒ **Improved Cash Flow and Growth Investment:** With streamlined back-office processes and automated invoicing, the company has achieved about 30% faster cash flow. In addition, significant overhead costs have been freed up to invest into sustainable growth strategies.

With a commitment to leveraging Tai TMS to optimize operations and enhance customer service, ATS Logistics continues to set the standard for innovation in FTL logistics.

| Testimonial



Ryan Burke

President
ATSLogistics

"I love working with Tai because they see the complete picture. The team understands the sector and works with us to build solutions that will help us grow. Having experienced other TMS platforms that felt outdated and restrictive, Tai's user-friendly platform and extensive integrations have truly transformed our operations. From custom reporting to workflow automation, Tai TMS empowers us to deliver top-notch customer service every day."



Contact Us

For more information about
how Tai Software's TMS can transform your
logistics operations, visit taisoftware.com