

# CRETE CARRIER REINVENTS ITSELF IN JOINT DEVELOPMENT

## OPERATIONS

5,348 power units and more than 12,435 trailers, serving customers throughout the U.S.

## MANHATTAN SOLUTION

Manhattan Carrier™



## CHALLENGE

To reinvent their entire operational process to be as flexible and efficient as possible while increasing service levels.

## SOLUTION

Manhattan Carrier suite including Driver&Load®, Drop&Swap®, Fuel&Route®.

## PROGRESS & RESULT

Consistent annual reduction in wasted hours (8% in 2012) and deadhead; greatly improved customer and driver retention levels while increasing productivity.

“This business is always changing and evolving. We wanted to reinvent ourselves operationally on how we plan—how we book freight, plan trucks and dispatch trucks. And we wanted as many people involved as possible.”

GEOFFREY HUMPHREY, OPERATIONS MANAGER, CRETE CARRIER

# AN OPERATIONS OVERHAUL

for Crete Carrier

## EVOLVING FOR GREATER IMPACT

Crete Carrier Corporation is one of the largest privately-owned trucking companies in the country. Crete itself is a dry van operation with more than 3,900 tractors and 9,600 trailers. Shaffer Trucking, a division of Crete, carries food and temperature-sensitive products with its 1,000 power units and 2,800 state-of-the-art refrigerated trailers.

There was a time when Crete Carrier could be recognized by their red trucks pulling red and white trailers. Temperature-sensitive loads, carried by Shaffer, used blue trucks with blue and white trailers. Prior to implementing Manhattan Carrier, it was extremely rare to see a red Crete trucking pulling a blue Shaffer trailer, and vice-versa, simply because in order to manage the fleets manually, they had to be kept separate. Now, with Manhattan Carrier, anything goes if it meets the customer's and the driver's needs. It's much more complex, but with Manhattan providing complete visibility across the national operating fleet, Crete has increased efficiency, flexibility and service levels consistently every year—even if their equipment is sometimes not totally color-coordinated.

## JOINT DEVELOPMENT INITIATIVE CREATES NETWORK-WIDE VISIBILITY

The majority of trucking companies are broken out geographically. A driver can start in Denver working with one planner but when they get to Orlando, they become someone else's responsibility in that geography. Without the ability to see their entire network of lanes, there was no real way for Crete to increase efficiency or service. And with one of the lowest driver turnover rates in the industry, Crete wanted to keep it that way.

In a joint development initiative between Crete and Manhattan, "Hemispheres" within the Driver&Load solution was born. The Hemispheres platform gave everyone in operations—planners, dispatchers and customer service alike—the same single-screen view of the entire fleet, globally, removing all silos and allowing for precise planning and increased flexibility.

This uniformity across the fleet lets Crete provide an objective-focused tool to their end users to help them make better dispatch decisions as well as manage drivers and customers. "It all comes back to visibility," Humphrey noted.

**"Hemisphere transformed us from a geo-based operation into a more customer and driver centric operation. Now there's ownership, and accountability."**

## CRETE INCREASES PRODUCTIVITY AND SERVICE LEVELS

In 2008 Crete installed the Driver&Load and the Drop&Swap solutions of the Carrier suite and saw an immediate increase in efficiency and a reduction in wasted hours. "We wanted to focus on the service piece and also the productivity piece. We just weren't able to adapt quickly enough in this evolving market," Humphrey said. Then in 2011 Crete envisioned Hemispheres, and working with Manhattan, it became a reality. Since then, and each year since, Crete has reduced its wasted HOS, 8% since 2012, as well as increased truck production and reduced deadhead percentage.

Today, Crete Carrier Group has complete visibility to their entire network of customers and drivers. To make it all work and to satisfy customer demands, Crete can now cross their various lines of business, adapting to conditions in real time so that a red Crete truck may be hauling a blue Shaffer trailer, depending upon the need. According to Humphrey, "With Hemispheres everyone sees the same screen and can follow the flow as it happens, adjusting as we need. We can see it all, so we can plan and anticipate, increasing our service levels to both drivers and customers."

