

A long haul driver is the subject of this Case Study. The long haul driver has regular loads that he does between California and Alberta. The load pay is pretty decent, but the best perks are that the work is consistent and he has the flexibility of piggy-backing an extra order or two to his regular loads to get some extra revenue.







For this carrier, the regular loads have consistent appointment times for pick-up and delivery. These clear-cut standards make it easy for the carrier to ensure he provides the service his main customer requires, and he just needs to ensure any extra loads he handles do not interfere with this service expectation.

Unfortunately things don't always work out as planned and one order or another is in the way, making delivery difficult for the order he is trying to get at. Less commonly, but still a challenge, is when there are conflicting appointment times or he gets delayed at one stop making him late for another.

By making Edmonton Cross Dock his first stop in Alberta, this driver is able to gain the extra revenue the additional orders afford him, without risking a service failure to his major client. At times Edmonton Cross Dock is utilized to re-work his load, ensuring the freight is in the proper order for delivery, while in other instances ECD handles the delivery on behalf of the carrier completely. Given ECD's ability to deliver with local straight trucks, occasional orders are handed over simply because delivery with a full-size highway unit is impractical at some locations.

Over a period of time, the carrier also began to recognize that having ECD pick-up some of his extra orders also proved to be very beneficial. The driver no longer missed out on extra revenue orders because the pick-up time conflicted with his other deliveries, and he was able to get out on his trip as soon as he wanted because his additional orders were picked up on his behalf and ready to go as soon as the driver wanted to leave town.

KEY BENEFITS IDENTIFIED:

-  Driver was able to earn extra revenue on piggy-back orders.
-  Driver no longer had to worry about a service failure to his main client caused by appointment scheduling conflicts.
-  Driver was able to service all clients without concern about Hours of Service violations.
-  Driver was able to utilize ECD for servicing locations with poor accessibility to highway units.
-  Driver was able to have ECD pick-up shipments, holding them on the ECD dock until the most convenient time for the driver, making deliveries on the other end more efficient.
-  ECD has no fixed fees for services, and the driver only paid for services as required.