MAVEN | **GLS**

GLS Canada increases efficiency in LTL Freight operations with Maven's Dispatch management system

THE CHALLENGE

GLS Logistics Systems Canada Ltd. (GLS Canada) is a leading logistics company, formerly known as the Dicom Transportation Group. GLS Canada serves customers across a range of industries and modes of transportation, fulfilling more than 80,000 shipments a day with its own fleet of 1,000 tractors and trailers, as well as through a network of Independent Contractors that work directly with GLS Canada.

Maven is a leading enterprise software company that builds mission critical, cloud-based dispatch, fleet, and ELD management solutions for the trucking and transportation industry. For the past five years, over 300 fleets have relied on Maven to optimize their operations. Maven leverages machine learning and data analytics to provide fleets with real-time, automated dispatch solutions, as well as customizable driver workflows.

GLS Canada selected Maven's Dispatch solution for its Freight services, which transports more than one million tons per year. Currently, GLS Canada primarily utilizes Maven Dispatch for LTL operations within Freight, with plans to implement the product in other operational areas, including Parcel.

Prior to adopting Maven Dispatch, it was a challenge for GLS Canada terminals to plan LTL routes efficiently each day. Due to the large volume and variety of LTL shipments, it took dispatchers in each of GLS Canada's 25 trucking terminals approximately two hours to plan the current day's routes. This process required printing and sorting over 350 sheets of paper for loads, the use of at least three different manual programs, and ongoing communication between drivers, employees, and loaders. By the time employees at each terminal finished the planning process, dock workers were ready to load, leaving GLS Canada's team little time to optimize the routes for efficiency.

Drivers were also reliant on individual communication from dispatchers and utilized time-consuming processes to send BOLs and other documents, which took time away from completing their routes and shipments.

Although this scenario is not uncommon in logistics, GLS Canada's leadership team knew that to continue to provide premium services to their customers, gain a competitive edge in the LTL market, and grow throughout North America, they would need to find a new approach that would allow the company to increase operational efficiency.

GLS CANADA

- ▷ 80,000+ shipments per day
- ▷ More than 1 Million Tons of Freight per year
- ▷ 1,000 tractors & trailers
- ▷ 25 Terminals

MAVEN DISPATCH: GLS CANADA'S RESULTS

- ▷ 50% reduction in route planning time with Maven Dispatch, leading to increased productivity for planners and dispatchers
- ▷ Switched from using three different software programs to Maven's comprehensive system
- ▷ Improved route efficiency and driver productivity with Maven's automated route optimization and workflow management tools

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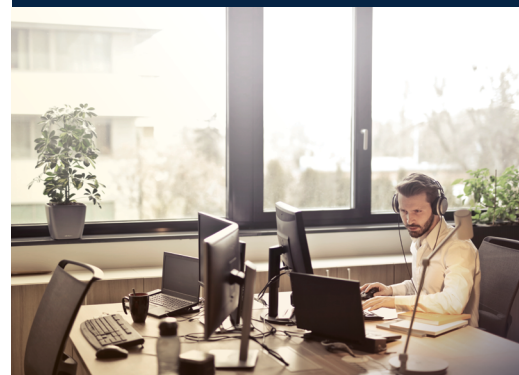
THE SOLUTION

Maven Dispatch is a cloud-based platform and mobile app software system that provides automated and efficient workflows, real-time reporting and communication features, and dispatch management tools to improve operational efficiency and increase profitability for transportation operations.

With Maven Dispatch, GLS Canada discovered that they could combine their dispatch and route planning operations in one integrated system. Maven provided GLS Canada with visibility into real-time driver and delivery data on the online portal, which includes a map that updates every 15 seconds with movements. Dispatchers and planning technicians at GLS Canada appreciate the ability to automatically optimize their routes through Maven Dispatch, view them in a grid, and compare routes on the map.

By adding workflow features for drivers in a mobile app and creating an integration into GLS Canada's customized internal TMS system, Maven was able to tailor the Dispatch solution to the company's unique operational needs. The Maven Dispatch document imaging tool allows drivers to take photos of freight exceptions, BOLs, and vehicle issues or defects and send images instantly from the loading dock into their billing system, allowing for real-time invoicing updates. The Maven Messaging feature allows managers and dispatchers to send group message updates to drivers and terminal employees, rather than having to call each individual driver on the phone.

Additionally, Maven and GLS Canada worked in bilingual environments to deploy Maven Dispatch at both English and French speaking terminals across Canada. This deployment from Maven to GLS Canada was able to be completed remotely by using virtual meeting technology; onboarding time for users took just one week, and the remote process was proven to be just as effective and efficient as previous onsite terminal deployments. The Maven and GLS Canada partnership is ongoing, with more terminals and features expected to launch in the future.

THE RESULTS

GLS Canada has reduced the time it takes to plan routes by 50% in the terminals that use Maven's solutions. Within a few months, the average planning time across terminals was reduced from two hours to under one hour.

Terminal managers at GLS Canada were able to increase visibility into performance with Maven Dispatch, as well as improve productivity via a clear communication channel between dispatchers and drivers with the mobile Messaging feature. Furthermore, GLS Canada's dispatchers can now create additional capacity in LTL loads and optimize routes and stops with intelligent, Maven's easy-to-use system.

LTL drivers use Maven's mobile app to complete their workflows, helping them stay on task with their stops throughout the day. Drivers picked up Maven's workflows quickly and were impressed with the document imaging and real-time route adjustments features. Both drivers and dispatchers appreciate that all deliveries are managed in the cloud-based system and that they do not have to manually scan items anymore. Leveraging the Maven Dispatch paperless document imaging tool has allowed GLS Canada to expedite the time spent on loading docks and the number of shipments that drivers can process in a day.

Drivers, technicians, dispatchers, managers, and GLS Canada's leadership team have all provided positive feedback, citing Maven's 24/7 expert customer support and ability to collaborate effectively throughout the integration as contributing factors to the success of the partnership.

> "Partnering with Maven has been the right solution for us at GLS Canada. Results were immediate, support has been fantastic, and the system is simple to use. Our operators talk about the great support and the way that Maven listened to their suggestions and responded quickly. They rave about the ease of use and how much time it saves them!"
>
> **— Rick Barnes, President, GLS Canada**

> "Our drivers can easily modify their routes if needed. They also appreciate the ability to move their pickups through the list with the added options for delivery and non-delivery."
>
> **— Planning Technician, GLS Canada**

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FUTURE CONSIDERATIONS

Maven and GLS Canada look forward to continuing to integrate Maven's solutions into additional GLS Canada terminals and begin integration with the Parcel division, while also onboarding new drivers and dispatchers in the upcoming months. The partnership and unified Dispatch system has proven to increase operational efficiency for GLS Canada, while also streamlining operations and communications between drivers and dispatchers. Maven is utilizing the results of the GLS Canada partnership to continually develop new features and improve operational efficiency with a multitude of leading fleets across the trucking and transportation industry.
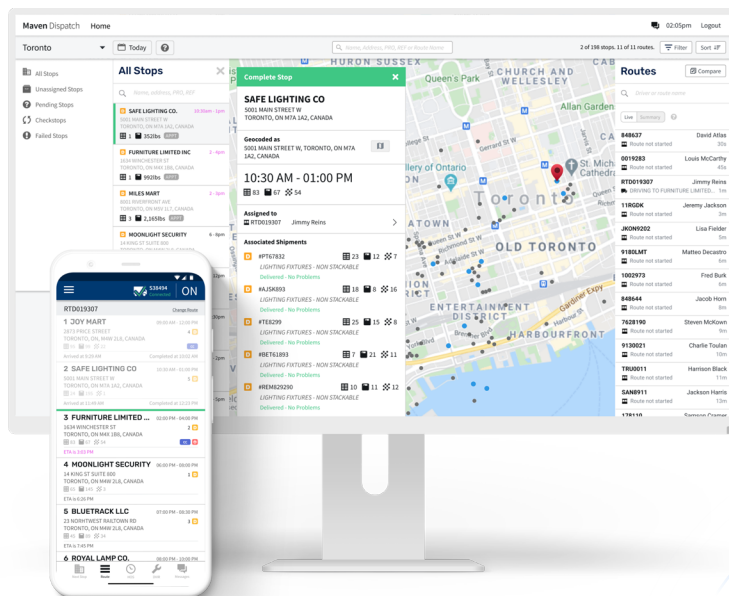
Maven Dispatch

"We are experiencing a 50% savings in routing time at the start of each day. We have also begun to take our Freight Billing function into the local terminals at the end of each day due to the BOL scan capture function. We anticipate many more savings and process improvements as we incorporate more functionality — including full terminal optimization, a new parcel optimization tool, and a full linehaul package."

— Murray Palmatier, Director of International Operations, GLS Canada [1]

50% savings in routing time

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