Trucking Process

15 interviews

Roles

OA

Typically they are responsible for:

- 1. Escalations from DOA
- 2. Trial accounts end to end
- 3. Onboarding
- 4. Training

DOA

Not all crazeit have DOAs, and their responsibilities may differ from one to another. In general, they are responsible for making the trucker feel good about responsibility as they approach promotion to OA. Sometimes they are responsible for onboarding.

Typically they are responsible for:

- 1. Data quality
- 2. POL destination coordination
- 3. LPL/PTL destination coordination
- 4. Data entry and management
- 5. Learning to quote and bring in or nurture cases

Mapping components

- What I like doing
- What I don't like doing
- Inefficiencies / takes time
- Automate
- Delegate
- Adds value

Quote

identify trucker

Carrier selection hierarchy (selection per market)

0. Bid NAK
1. Past experience / relationships
2. Ask peer
3. Carrier experience
4. Trucking map
5. USA trucking stack
6. Stack individual trucking ops if urgent

marketplace quote

Quote selection hierarchy

0. Bid NAK
1. Marketplace option
2. SRT request
3. Ask Operator or Freight Quote (LTL, FTL)
4. FTL(email)
5. usa_trucking stack if urgent
6. Stack individual trucking ops if urgent

"Quoting is extremely simple" -Jeff Martin, OA, SF

Besides blanket frustrations of unreliable rates and repetitive tasks, generally ops agrees that putting together quotes is relatively easy.

Carrier selection is based primarily on past experience, tribal knowledge...

Always choose relationships because "they're the best by far at actually doing the job and also in updating transmission"
-Ellen Kirkness, OA, CHI

"I know some people are better than others and we know of like keep track of that like kind of keep like a mental tally of who's performing well who's not."
-Delaney Hand, OA, NYC

"I feel like it's a lot of trial and error and then also like from a preference standpoint, sometimes when I'm quoting for like, I will not use Estes if I don't have to"
-Heather Graybill, OA, ATL

"There's also just like that like relationship piece of this is the trucker I am here"
-Heather Graybill, OA, ATL

"Starting off as a newer OA, they have problems until they learn the truckers in the regions they're responsible for."
-Kendall Hardemon

Identify trucker based on past experience, Trial and error with carriers "If you could see the data of how reliable a carrier is"
-Marjon, OM, AMS

"muscle memory"
-Andrew Johnson, OA, LA

...as well as relationships

"I've now kind of almost developed relationships with some carriers that I'm sure they know and know how they act, what do I do what I need to follow up with them"
-Cavan Brody, DOA, SF

Truckers they are very special especially to smaller companies in a specific location, they're very individualized and personalized like near and dear to us."
-Hoy, OA, LA

Likes having a direct relationship with the trucker because something goes wrong I can call him directly and get answers pretty quickly"
-Michael Thorsen, DOA, SF

Consistency of trucker by client and delivery location is critical

"client is trial and when we share those drayage rates and all the destination rates that we want to keep that as consistent as possible. So if I'm quoting JC transport during the trial. That's probably what I'm going to move forward with. Because relationship"-Jeff Martin

"we have like our SOPs right and a lot of the time I'm like, I'm like, I'm like, I'm over and over and over again."
-Tony Lloyd, OA, CHI

"going with the same trucker for a particular client tends to work out better when it's consistent using one carrier but we know that not everyone knows we're consistently using one carrier but we just think that they know that route, and we've been doing a delivery appointment in time"
-Tom Spagnola, OA, ATL

"For a lot of clients after you've delivered like once or twice the truckers get like a pretty good feel for like the delivery side they know what to expect and they get an email they know all get their own like little relationship with the client"
-Jake Kent, DOA, LA

Understanding when trucking sys will turn around quotes is often unclear or untrusted and, in the case of FTL, will be bypassed

"I don't really feel confident with the trucking SRT because I'not sure when they're going get actioned, or I don't know I feel like it's really dependent on, on, on,