

💡 CASE STUDY

“Customers First” Approach Leads to Major Gains for Transportation Leader

Major tank truck carrier pairs rugged mobile printers with onboard fleet management for automatic and accurate receipts.



For one of the largest tank truck carriers in North America, it was time to modernize their processes. The company's 7,000+ trucks deliver fuel, chemicals, merchant gases, and food products to customers across the United States, as well as Canada and Mexico. The company delivers more than 26 billion gallons of petroleum-based products each year.

And while the company delivers mainly liquid bulk, they're also set apart by delivering a great experience through an uncompromising commitment to their people, customers, and the community. As such, they maintain the highest standards of safety, security, and environmental sustainability across every mile of their vast operations. And they wanted a delivery solution that would continue to deliver this great experience for drivers and customers alike.

Ramping up in-cab automation for efficiencies across the route

This major tank truck carrier utilizes specialized equipment and state-of-the-art technology for fleet modeling, routing, scheduling, and route optimization to continually meet and exceed even the most challenging fleet delivery and capacity needs.

More recently, the company amped up their use of automation with a comprehensive fleet management platform to enhance driver experiences and boost back-office efficiencies. The entire Energy Division is now managed via a single centralized platform. The new platform is mobile-based and driver-centric, reducing the need for extensive driver software training. Additionally, the system enables the company to capture fleet data and apply analytics to provide better insights into assets, drivers, and operations throughout the fleet.

Industry:

Transportation & Logistics

Application:

Proof-of-delivery

Challenge:

A busy transportation company needed a solution that integrated seamlessly with their existing fleet management platform while providing easy-to-read and accurate proof-of-deliver receipts, right from the cab.

Featured solution:

The custom-configured Brother RuggedJet 4 mobile printer connected with the fleet management program, enhancing driver efficiency with its on-the-go printing options.

Key benefits:

The easy-to-use mobile printers required little driver training and stood up to rugged in-cab environments. And the customer experience improved through the generation of easy to read, accurate, and high-quality printed delivery receipts.

Fast, accurate proof-of-delivery at every stop

With this move to an automated delivery operation, this transportation leader wanted to provide drivers and customers with a high-quality printed delivery receipt rather than a hand-written receipt, which was burdensome and time-consuming for drivers. Hand-written receipts also opened the door for inaccuracies, leading to frustrated customers. To complement the new fleet management system, they selected Brother RuggedJet 4" thermal printers as the printer of choice for proof of delivery receipts.

Today, the more than 5,000 RuggedJet printers deployed in their delivery trucks are receiving high marks from drivers for their ease of operation and durability. "Our drivers do not mind giving the printers their own personal 'test' of how rugged they are," said the Director of Applied Solutions who heads up the IT department responsible for implementation and support of the company's technology. "We've seen drivers 'test' the product by dropping printers on the ground or roughing them up – and the Brother printers continually stand up to any test our drivers think of."

This transportation giant selected Brother for a variety of reasons – including the printers' ruggedness, print quality, attractive price point, and easy integration with the fleet management system. The ease of operations for the drivers is key, as the printers require very little up-front training. Finally, tasks such as changing the paper are very easy to complete right in the cab.

Training on the RuggedJet printer needed to be simple for drivers on the road, and the Brother printers delivered. "All the drivers need to do is hit the print button and the receipt is ready. We can deliver a big gain in customer satisfaction when we supply customers with an accurate receipt for every delivery," said the Director of Applied Solutions.

Efficient nationwide rollout with custom-configuration

The implementation of the in-cab solution went smoothly. Brother worked in tandem with the company to create a custom configuration of the RuggedJet mobile printers which included *Bluetooth*®, so the printers were out-of-the-box ready as drivers hit the road.

With this key implementation plan in place, the rollout across the United States was able to put printers in the hands of drivers across the nation, boosting driver and customer satisfaction alike.





Web portal simplifies the reordering process

To aid the process of reordering printer paper or replacement parts, Brother worked with the busy transporter to design a custom web portal. This enables users across the US to re-order paper, parts, or even components such as battery car chargers directly from Brother, without having to go through the main company operations. “We really considered Brother as a partner providing a full solution, versus just the printers,” said the director.

To date, the printers have proven they are up for even the most rugged applications for this leader in transportation. With more than 5,000 in operation, the failure rate or breakage of individual printers has been exceptionally low—less than half a percent. “When we look at a major implementation such as this, we can really see an attractive total cost of ownership which is very positive.”

New applications on the horizon

Moving forward, the initial rollout of the Energy division is complete and the rollout to their locations in Canada will continue. The transportation giant also plans to evaluate additional applications where the RuggedJet printers can add even more value, including providing tickets for the pick-up of chemicals in other areas of the business.



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