

KEEP TRUCKIN

Case Study

FAST

Flying Star Transport Boosts Efficiencies with KeepTruckin



Amarillo, Texas



Oil and Gas



Fleet Size 55+

By installing KeepTruckin ELDs, Flying Star Transport has managed to save at least \$800 per truck and realized a 10 to 15 percent increase in efficiencies due to KeepTruckin's geofencing and detention time reports.



As a busy fuel transport company based in Amarillo, Texas, Flying Star knows the importance of efficient and safe logistics. Keeping the company's operations and drivers on target require careful coordination. After shopping around for an ELD provider, Flying Star chose KeepTruckin.

“KeepTruckin gives us the ability to ensure that our drivers are compliant with the DOT mandates. Also, we use [KeepTruckin] on a daily basis to make sure that our drivers are following the correct

routes,” said Mike Reams, Director of Operations of Flying Star.

Reams explains that managing drivers and improving route efficiency does not happen by chance. By bringing compliance and driver coaching features together, KeepTruckin enables Flying Star to do more for their customers while improving safety for drivers. This is how the Flying Star and KeepTruckin partnership came to be.

The problem: expensive and inflexible ELD system

Flying Star wanted an ELD solution that integrated with their accounting software. Their previous provider's ELD wasn't flexible enough to connect properly with their accounting software. They also wanted to lower costs, as they were paying between \$1,000 and \$2,000 a unit for over 55 trucks. These realizations served as the initial motivation for seeking a new ELD provider. The team decided they needed an alternative. Flying Star wanted a more cost-efficient option.

“We saved roughly \$40,000 in hardware and \$9,000 per year on subscription costs by switching to KeepTruckin.”



Jayson Boydston
CFO of Flying Star



The solution: KeepTruckin offers better features, more features, lower cost

In KeepTruckin, Flying Star found a partner that meets the needs of its drivers, provides the right mix of compliance and driver coaching tools, and improves efficiency (measured by hours per load) for the organization's operations. During an initial trial, Flying Star found the transition to the KeepTruckin ELD solution to be simple and affordable.

“We did a trial. The KeepTruckin ELD component was a nice easy transition. It has benefitted us greatly,” said Boydston.

According to the Flying Star team, KeepTruckin provided several key advantages:

■ **Simplified hardware:**

KeepTruckin saved Flying Star thousands of dollars while enabling Flying Star to use hardware that's compatible with their other software systems. Their old solution's hardware cost between \$1,000 and \$2,000 per unit. Flying Star was able to save at least \$800 per truck.

■ **Greater efficiency:**

KeepTruckin allowed Flying Star to see efficiency improvements of 10 to 15 percent. "KeepTruckin's geofencing and detention time reports helped us realize a 10 to 15 percent improvement on our efficiencies, measured by hours per load. We've gone from roughly 5 hours, last year, per load on a 130-mile haul and now we're running about 4 hours per load on a 120-mile haul," said Boydston.

■ **Solid compliance and driver coaching:**

Flying Star can provide better coaching and more effectively ensure that drivers are in compliance.

Added value and better service for customers

For Boydston, the efficiency piece is particularly significant.

These improvements are, in a large part, the results of how seriously KeepTruckin takes customer partnerships, Jayson says. He believes that KeepTruckin really focuses on improving value for transport companies.

"KeepTruckin operates differently than other providers in the technology world. We just feel like KeepTruckin takes the partnership seriously and we appreciate that," Jayson said.

"We've gone from roughly 5 hours, last year, per load on a 130-mile haul and now we're running about 4 hours per load on a 120-mile haul. It's a small mileage difference but we gain that much more in time."

Result: significant savings, deeper insights

Over time, Flying Star has gathered important data thanks to their KeepTruckin ELD solution. The data helps the transport company continue to change and improve their operations. Flying Star can now learn more than ever about driver behavior on the road and has more information for coaching drivers and providing driver education.

Flying Star's director of operations, Mike Reams explained, **"The ability to track and coach drivers based upon their habits or what they're doing is a game-changer. Now we know what to focus on to coach drivers into safer behaviors."**

Flying Star can also look at strategic metrics, such as average wait times, and initiate conversations with customers and drivers and work through challenging issues.

From there, they can develop best practices to combat inefficiencies that are discovered.

The ability to gather and examine this data makes it easy to look for trends and resolve emerging problems proactively.

Through it all, Boydston says KeepTruckin has been ready to provide additional support and fast-track Flying Star's questions and concerns for further development. Whenever the Flying Star team asks for a new feature or is looking strategically at how to approach a problem, Boydston knows that KeepTruckin is always available.

"You take those questions and you say let's figure out a way that we can make that happen. And KeepTruckin is a very good partner from that standpoint. I love that aspect of working with the KeepTruckin team."

See how KeepTruckin can help your business:

- **KeepTruckin's Asset Tracking and Geofencing**

[Learn more →](#)

- **KeepTruckin Smart Dashcam**

[Learn more →](#)

Disclaimer: This information is intended for informational purposes only and does not constitute, and should not be relied upon as, legal or other professional advice. You should not act or refrain from acting based on any materials presented or made available by KeepTruckin without first obtaining advice from a licensed attorney.