

CANADA CARTAGE

An iDashboards Case Study

“The metrics we use to measure dispatch offices have shown immediate improvement after implementing LCD screens with iDashboards. When management staff visits our dispatch offices, conversation often arises around what the metrics are showing on the dashboard which drives improvement.

—Matt Holland, Quality Control, National Operations

Increasing Efficiency with Daily Dashboard Use and LCD Displays

CUSTOMER

Canada Cartage is a leading national provider of customer-located, trucking services and warehouse solutions with operations located in British Columbia, Alberta, Manitoba, Saskatchewan, Ontario and Quebec, Canada. Since 1914, Canada Cartage has provided a complete range of transportation services, specializing in the provision of fully outsourced, customer-located, dedicated trucking services. Canada Cartage was one of the first carriers to offer this service to Canadian companies and is currently one of the largest in the country. The majority of Canada Cartage's fleet and drivers are committed to specific customers and reside at their locations. This organization of resources gives Canada Cartage the ability to provide daily baseline services to its dedicated customers and still have the flexibility to respond quickly and efficiently.

CHALLENGE

Canada Cartage was in search of a dashboard solution that would display key metrics for their Frontline Operations department. The dispatch offices needed a solution that would graphically display information in which they could perform a 'health check' instantaneously and gain a better view of performance. Due to limited in-house resources, Canada Cartage needed an out of the box solution that was easy to configure and would be up and running quickly.

SOLUTION & IMPLEMENTATION

When searching for a dashboard solution, Canada Cartage's main focus was to find a highly resourceful tool to help them with dispatching. After researching several dashboard products, Canada Cartage came to the conclusion that iDashboards had the most intuitive look and feel with a user-friendly interface which requires no instruction for end users. During the iDashboards 30 day trial, Canada Cartage was able to develop a dashboard (which they still use today) to fit their needs and was impressed by the quick response rate of the iDashboards' sales and support teams.

By using the iDashboards' software, Canada Cartage was able to draw information from Microsoft SQL databases for their transportation management data and their own in-house wireless management database in order to create a dashboard with a similar appearance to an airport departures monitor. This type of dashboard provides Canada Cartage with an at-a-glance view of their key performance indicators such as trip number, driver number, start time and start location, which can easily measure daily metrics in the dispatch offices.

RESULTS

As a result of implementing iDashboards, Canada Cartage not only has a dashboard solution for dispatching but has also shown immediate improvement after deploying the iDashboards' LCD screens. Currently, the software is being used on a daily basis by approximately 75 members of the Frontline Operations Team, ranging from lower management to VP-level. iDashboards' visual intelligence has continued to attract management's attention within the dispatch offices and has enhanced efficiency.