



Success Story

# Quality Carriers and the Search for a New Telematics Partner



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# In search of the right partner

Quality Carriers (QC) operates the largest liquid bulk chemical network in North America. Headquartered in Tampa, FL., QC utilizes approximately 2,500 professional drivers across 100 facilities to provide reliable and innovative transportation solutions to its customers.

QC is a core carrier to many Fortune 500 companies engaged in chemical production and processing. These customers expect rigorous safety standards, prompt deliveries, and exceptional customer service. Timely shipments of these products are critical to today's just-in-time economy.

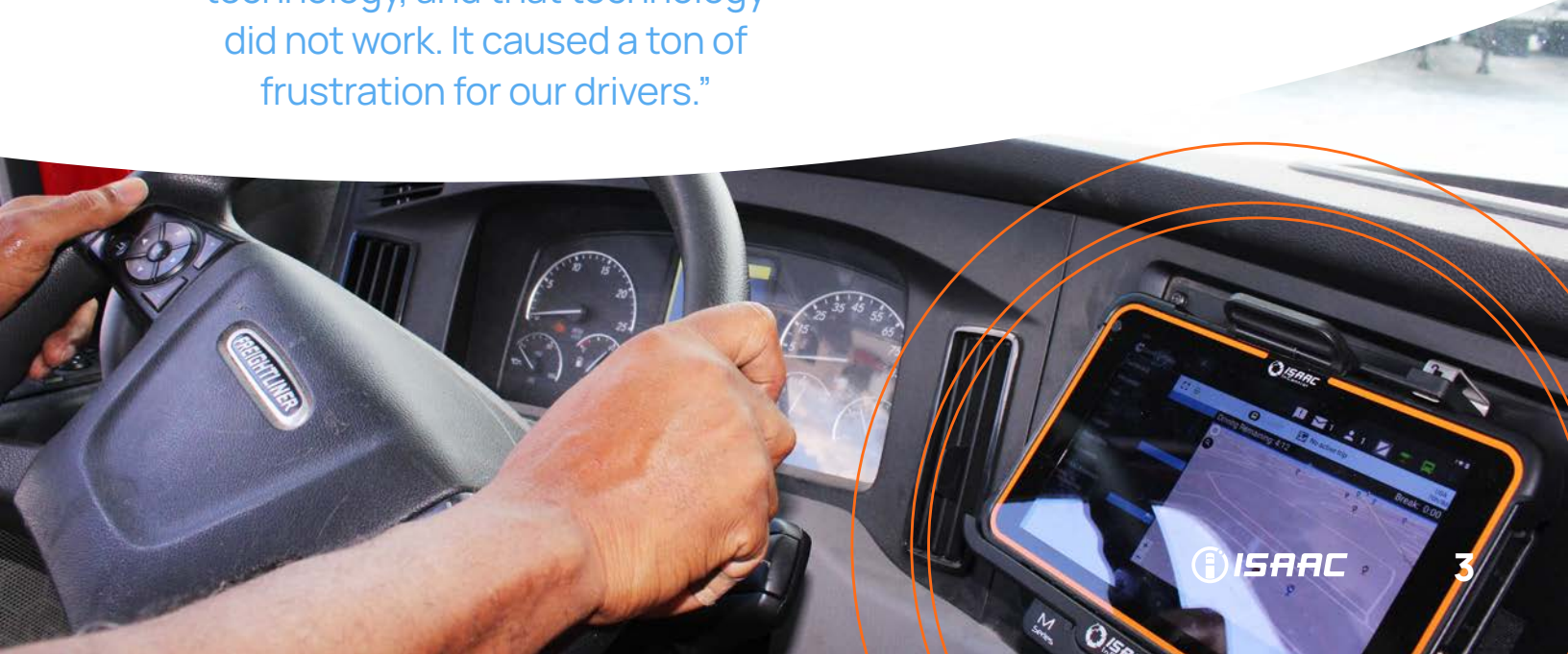
From fertilizers and resins to acids and specialty chemicals, QC drivers are regularly pulling tankers, pneumatic trailers, end dumps and hopper bottom trailers across North America. The drivers that haul

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these products need special endorsements for their commercial driver's licenses. They must demonstrate the skills necessary to safely handle these shipments, which can present weight distribution challenges and have the potential for sloshing or shifting when in motion.

These specialized drivers require specialized equipment to help manage their workload and ensure public safety. QC's leadership concluded that in order to better serve their drivers, the company needed to investigate other telematics alternatives. QC has long invested in industry-best equipment and technology, but its existing telematics provider simply “wasn't getting it done,” said Don Benoit, Vice President of Operations. “We were asking drivers to correspond with us using technology, and that technology did not work. It caused a ton of frustration for our drivers.”

There was another problem: uncertified hours of service and record of duty status, also known as driver logs. Fred Marsicano, Vice President of Safety, recalled that, for a variety of reasons, uncertified driver logs became an overwhelming daily task to manage. This also left drivers—and the fleet—potentially non-compliant with the regulations, and at risk of adversely impacting QC's CSA scores.







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Benoit stresses that, as a hazardous materials hauler, QC is held to a higher standard and its relationships with customers could be at risk if its CSA rating slipped. Having unreliable technology was “helping to bring our scores down, and that was tough to swallow,” Benoit admits. “This all had to be addressed from a safety standpoint, and we wanted to make the experience better for our drivers.”

When QC went to market for a new electronic logging device (ELD), it had four primary qualifications in mind. First, the technology needed to be reliable enough to keep up with the drivers’ demanding workload. Second, the software needed to be easy to use and enhance the driver experience. Third, QC wanted real-time, accurate, and actionable data available to its national operations team. Finally, QC wanted a partner who was willing to take feedback and help develop new tools to meet the drivers’ ongoing needs.

After months of research, QC decided that ISAAC was best positioned to solve its unique challenges. “The promise of an enhanced driver experience and a simplified driver interface is exactly what we were looking for,” said Randy Strutz, President of Quality Carriers, “ISAAC’s responsiveness during the selection process, as well as its leading technology, made this an easy choice for Quality Carriers.”



# Functional benefits and happier drivers

When QC made the switch to ISAAC tablets, they saw immediate improvements to the driver experience. To start: tablet failure rates dropped dramatically, falling below 5%. Marsicano put it simply: “It just works. The hardware has a very small percentage of failure, and the software is reliable. When ISAAC pushes out updates, they’re well tested beforehand. We rarely have any issues.”





This enhanced reliability significantly reduced annual spend on repairs and increased driver satisfaction across the board. When drivers use their ELDs, they're confident that their equipment is going to be able to meet their demands. They spend less time waiting for repairs and more time on the road.

QC drivers took to their new ELDs immediately. Telescia Nash, QC's Director of Systems Development and Training, oversaw the implementation process to QC's national fleet. She recalled, "Our drivers found ISAAC intuitive, easy to work with, and followed their day like they expected it to." Nash continued, "The tablets work how our drivers expect them to work and feel like a tool that makes their job easier. They were excited to get started from day one."

Nash recalled how drivers quickly saw the benefits of their new ISAAC tablets. The ability for drivers to take pictures of their documents with activity buttons instead of waiting at their terminal was an immediate hit. Drivers were also able to log in remotely to navigate any issues they had and make corrections when necessary.

Additionally, QC partnered with ISAAC to send push notifications to drivers about potential violations, which alerts drivers to quickly resolve issues through their onboard tablets. This system created less downtime and improved clarity around pending items, which led to happier drivers.

By investing in resources to help its drivers, QC continues to establish itself as an industry leader for the driver experience. With top-of-the-line tools, professional drivers are more effective, violations are reduced, and customers experience fewer interruptions of service.

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# A national suite of data

When you're managing 2,500 drivers across an entire continent, you need equipment that's able to transfer information quickly and to seamlessly integrate work with existing workflows. To Dave Maxim, Director of Operations at Quality Carriers, integrating ISAAC with his operations team has been a massive success. He recalled, "The best part of ISAAC is the workflow. The day-to-day components, the planning, the active dispatch—it's all automated. You make a change in planning for a piece of equipment with a driver, and it flows all the way down to the driver automatically. The driver gets that update within two minutes. You're able to communicate with the driver in near-real time. It's made the planning and dispatch process much more streamlined."

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Near-real time communication is one of Maxim's primary focuses. His team is now able to quickly work with drivers across the entire QC network without worrying about ELD failures or delays in communication.

The data provided by ISAAC takes the guesswork out of potentially hazy situations, which enables QC's operations team to quickly work toward resolutions. Maxim reflected, "We're able to follow our driver's day, and see where our driver is both on the road and at a given location. ISAAC gives us screenshots of our electronic paperwork, which mitigates risk and helps us speak directly to customer concerns. The data we get from ISAAC has really simplified our solution process."

Marsicano concurred with Maxim, and gave an analysis from the viewpoint of his safety team: "It's easy to navigate through the reports. We can identify areas of concern, and the data quickly clarifies the situation that we're trying to resolve. That way we're able to move toward a solution."

QC's customers are active on track-and-trace software to monitor their loads across North America. By integrating ISAAC's data into its live reporting, QC is able to provide real-time updates to its customers about the status of every load. They know exactly where their shipment is, and when they can expect a QC truck rolling into their facility, which can significantly streamline their production processes.

ISAAC's resources, partnered with QC's data-oriented team, is an excellent demonstration of how information can revolutionize the trucking industry. When data creates clarity, everyone benefits.



# Building a legacy of safety

The risk of accidentally contaminating a trailer is always top of mind for tank truck fleets. Benoit explained, “Whenever multiple products mix, there’s a chance of a reaction that could be dangerous not only to the driver, but for plant personnel and also the general public.”

Apart from the potential dangers, expensive clean-up costs and a damaged business reputation can leave a lasting sting. When Quality Carriers sought a new telematics partner, Benoit inquired about developing technology that can ensure a driver picks up the correct trailer every single time. Initially, he was frustrated that most vendors seemed to think they could solve the issue before they understood the full scope of the problem. He recalled “To ISAAC’s credit,

they said: we can’t do it right away, but we understand the problem and we are going to work on solutions with you.”

Don shared his tremendous enthusiasm to be part of an innovative “one-of-a-kind” collaborative project he believes will offer safety benefits to the entire tank truck sector over the long term.

“This is part of our responsibility as stewards of the highway and stewards of safety,” Benoit said. “We never would have gotten to this point without a provider that has such a positive attitude toward our business and understands our mission toward the driver experience. No other vendor does that.”



# Looking forward

Many conversations with QC leaders about ISAAC circle back to a central theme: ISAAC's willingness to solicit feedback and ability to quickly implement new solutions. Time and time again, QC has received feedback from drivers about an improvement, and ISAAC has been able to develop a solution to meet that unique need. Nash reflected, "any time that we're asking for an improvement or an update from the workflow side, it hasn't taken months to get done. They get on top of it. They're bringing us back something within a few weeks at the most. We get more done, we get more improvements out to our drivers, and it's faster than we initially expected. They really want to make sure that we have everything that we need."

Maxim was equally surprised by ISAAC's enthusiasm for new solutions and recalled "When we do surveys around the driver experience, ISAAC is just as interested in that information as we are. The people we work with at ISAAC sincerely want to know what they should be including in their product. ISAAC isn't just interested in our business; ISAAC is interested in the wellbeing of our drivers." He continued, "We're building the next generation of information. It's going to be about safety, rollover risk and prevention."

Safety is at the core of every QC operation, and QC is excited to partner with a vendor who is willing to develop new tools to protect the drivers. Marsicano shared. "We're using data to proactively address driver behaviors and identify areas for safety improvements. This data helps us take action before incidents or possible violations occur, making our drivers, our company, and our highways safer."

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“The ISAAC Coach is the next feature we want to take advantage of,” Benoit said. The real-time feature is scientifically proven to improve fuel efficiency and reduce the probability of an accident or dangerous-driving event. The system provides a fair score that does not penalize drivers for factors outside their control, such as wind and vehicle weight. The ISAAC Coach scores “have been met with open arms,” according to Benoit.

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QC and ISAAC are partnering together to prevent rollovers by studying the grade and speed of the routes the drivers are on. This will enable ISAAC to alert drivers about the hazards ahead and allow them to adjust accordingly. This program will reduce rollovers, prevent

spills, and save lives. Dave emphasizes, “Our drivers’ safety is top of mind, always. ISAAC continually partners with us to support that end goal.”

Beyond safety, ISAAC data is helping QC implement green initiative programs. Maxim shared, “There’s a lot of customer focus on green initiatives and carbon reduction that data can aid with, and the data for those programs is going to come from ISAAC. When we want a 3% reduction in idle time, ISAAC tells us that information and enables us to design solutions on a mass scale.”

QC is also looking to work with ISAAC to provide detailed information about a truck’s health. By helping drivers and the Operations team understand what’s happening with their trucks, they’re able to take preventative steps before serious issues arise.

“When changes are implemented at the right pace, you can more easily reach that next level,” said Strutz, president of QC. “Having a reliable telematics partner by our side is helping make that a reality. ISAAC doesn’t just ask for feedback; it acts on it. That’s why our relationship works.”





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