



How West Side Transport Benefits From ISAAC's Professional Services



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Seeking both a solution and services

Every trucking fleet in the United States and Canada strives to recruit and retain the safest and most qualified truck drivers. Purchasing modern tractor-trailers and trucking telematics platforms are among the steps fleets take to stand apart from the competition. Yet, after these large upfront financial investments, fleets must continue to find ways to remain attractive to drivers and determine if they are maximizing their return.

With an endless amount of data collected every day on driver safety, fuel efficiency and overall sustainability, it can be overwhelming to determine the true impact of various initiatives, and what steps can be taken to improve results.

When it comes to telematics providers, fleets can discover with frustration that the level of service and support they receive as new customers is not maintained once the initial contract is signed and does not meet their business needs.

West Side Transport is a fleet that faced this scenario. The industry-leading dry-van carrier, headquartered in Cedar Rapids, Iowa, operates a fleet of more than 575 drivers, 525 tractors, and 2,400 trailers. It operates seven terminals and also offers dedicated, brokerage and warehousing services.

Forced into a change due to reliability concerns with its legacy telematics provider, West Side's operations team sought a true telematics partner. That meant a provider who listened to their pain points and long-term goals, rather than pushing additional technological "bells and whistles" that only seemed to add costs and complexity. They were looking for a partner that provided true solutions backed by easy-to-understand data.

That's why West Side Transport selected ISAAC Instruments – to support the fleet's goal to create the best truck driving jobs across the United States while continuing to provide exceptional service. They quickly discovered that not only was ISAAC the right telematics partner for its operational needs, but that ISAAC's unique Professional Services team was standing by to help implement the additional technological innovations West Side desired – and at the pace that worked for its drivers.





Looking for greater reliability, not bells and whistles

As Vice President of Operations Cory Richmond tells it, bells and whistles were not top of mind when West Side initially sought a new telematics partner. The biggest priority was simply to ensure reliable communication between dispatch and its professional drivers out on the highways.

West Side had grown increasingly weary of the unreliability of its legacy telematics solution, so the operations team began meeting with drivers to get feedback on other telematics options.

The search for a new provider proved to be a frustrating process, Richmond recalled, with some more focused on pushing advanced features than truly listening to West Side's needs. While flashy features may look nice in a demo, if a telematics system is not

reliable or the device cannot handle the harsh trucking environment, West Side knew it would not be a good fit. Similarly, another telematics option they looked at was tailored for small package deliveries and did not fit West Side's business model.

Richmond said West Side's experience with ISAAC was different from the outset. At the executive level, there was a strong belief that ISAAC understood the needs of a truckload carrier like West Side. The testimonials West Side heard from other truckload fleets as part of the selection process confirmed this belief. "This became a significant factor in our decision," Richmond noted, adding that in the end, the choice was unanimous among the operations team.



West Side Transport



Building a strong partnership

After officially selecting ISAAC as its new telematics partner, West Side had planned a phased-in approach to the transition across its terminals. However, even before drivers at the first terminal could be switched over, West Side's legacy telematics solution abruptly stopped working. That created an all-hands-on-deck reality pushing West Side to expedite the transition across the full fleet.

Immediately, West Side saw that ISAAC was more than just a telematics company — it was truly a partner, helping to develop an emergency rollout plan to avoid any business disruptions related to their telematics solution's outage.

West Side had other factors working in its favor, Richmond said. That included the quick and straightforward installation of the ISAAC tablets into the truck cabs, and a user-friendly interface that allowed drivers to learn the basics of the ISAAC platform during this accelerated transition with minimal formal training.

Richmond saw the ease of learning ISAAC's platform firsthand after conducting a controlled test with a new driver. During orientation, he invited the driver to begin using the ISAAC tablet without any formal training. Beyond a few basic questions, the driver was able to learn enough to properly operate the device and communicate with dispatch.

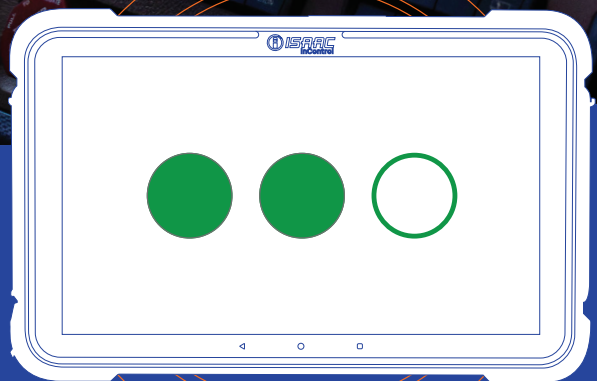
West Side's Vice President of Operations also noted that ISAAC's remote support feature has made it exponentially easier for them to assist drivers and provide additional training, such as during the driver experiment he conducted. The remote support feature allows the operations team to take control of the driver's tablet and see exactly what the driver is experiencing in real time.



Leveraging the ISAAC Coach

Even as it navigated the choppy waters created by the unreliability of its legacy solution, West Side was already thinking about the future. From the beginning, they viewed the ISAAC Coach feature as one that could boost its bottom line and help reward its top-performing drivers in the areas of fuel economy and safety.

“The ISAAC Coach was a critical consideration in choosing ISAAC. In our proof of concept, the first driver we sent out with an ISAAC unit showed a 20%-plus increase in fuel efficiency. Using a much more conservative number across the fleet made the ROI an attractive proposition,” said John Dalrymple, Chief Financial Officer and Senior Vice President (retired) at West Side.



The ISAAC Coach provides in-cab, real-time driver coaching that encourages eco-driving and is **scientifically proven to help save fuel and enhance safety**. The ISAAC Coach uses a simple three-circle indicator on the ISAAC tablet to guide drivers. Besides the continuous feedback, drivers receive a score with details that help them see how they can improve. The ISAAC Coach takes into account different driving scenarios, such as when driving up a hill or carrying heavy loads. That removes factors out of their control and ensures the scores are based strictly on driver performance.

West Side uses over 6 million gallons of diesel annually, so even a small improvement in fuel economy across the fleet can add up quickly. West Side carefully specs its equipment for fuel efficiency, but ultimately, driver behavior plays a significant role in fuel efficiency. So, West Side set out to create a performance bonus plan that incentivizes drivers based on their scores in critical metrics using the ISAAC Coach.

Elevating the experience with ISAAC Professional Services

West Side's expertise is in moving freight — not sifting through performance data. With a solid relationship with ISAAC already in place, West Side decided to take the next step: bringing in ISAAC's Professional Services team. Richmond said this was done for a very simple reason.

"We wanted the reassurance of data," Richmond explained. "ISAAC has the expertise, saving us time while giving us confidence in our performance bonus program."

Jean-Philippe Bertrand, ISAAC's Head of Operations, said ISAAC gathered more than six months of data from West Side during the ramp-up process to create a baseline to work from. ISAAC's Professional Services team held multiple meetings with West Side to review these initial figures and determine the best metrics for West Side's bonus targets.

Richmond credited ISAAC's team for helping everyone at West Side understand how the individual metrics are scored, what appropriate bonus targets should be, and how to accurately communicate these details with drivers.

West Side launched its driver performance bonus program based on four specific metrics:

- proper use of the acceleration pedal
- coasting
- hard turning
- hard braking

Additionally, the carrier set target levels to trigger the bonus based on existing data from the top 25% of its drivers. West Side believed these levels were

challenging, yet achievable, for all of its professional drivers. Immediately, West Side saw positive results from the program, as fuel efficiency increased and drivers bought more and more into the plan as more bonuses were paid out.

At the same time, ISAAC's Professional Services team rolled on, continually evaluating West Side's data and receiving direct feedback on the program. ISAAC regularly documents the financial and safety improvements the incentive program is generating for West Side, and steps individual drivers can take to elevate their scores. Should any metrics or bonus scoring levels need adjusting in the future, the ISAAC team will be there to help with implementation.



Professional services tailored for West Side

ISAAC's team worked with West Side to solve their specific requirements and develop best practices based on their unique operations. If there is one thing Bertrand has learned from working with different fleets to help them leverage ISAAC's platform, it is that each one has different needs.

Even for other fleets using performance bonus plans, the details are likely different than West Side's because of fleet size, location, and regular routes. There could be seasonal factors or other variables unique to that fleet. Differences in workplace cultures — such as how much time drivers see each other face-to-face — may result in different recommendations on how to promote the program to encourage positive competition.

Bertrand also stresses that there are many ways for fleets to solve problems and save money beyond implementing performance bonus programs. Often, what seems like a small item can make a meaningful difference. Bertrand cited a recent project with another fleet that investigated diagnostic fault code trends.

“Our goal was to transform all of the data being collected into actionable information,” Bertrand said. “In this case, as we began to understand the data better, we could better develop best practices in predictive maintenance for that fleet.”





Common traits for success

While it is customized solutions that fleets require and that ISAAC's Professional Services team delivers, Bertrand does see common traits among carriers that achieve rapid and sustained results.

First is the importance of the executive team buying into the initiatives and championing them throughout the company. This is especially important for the bigger projects that are often viewed as being the most impactful ones.

Bertrand also knows that changes in a fleet usually raise many questions from both drivers and other

staff. This is why ISAAC views change management and preparing answers to questions ahead of time as important steps for success.

Additionally, fleets need to remain highly engaged in the process to prevent complacency, which could lessen a new program's positive impacts and cause it to fall short of its goals. Sometimes, these positive impacts are not immediately achieved, so it's important to remain patient and open to performing program tweaks as more data comes in.

"It's important to invest the time and resources for understanding and applying the recommendations," Bertrand said. "The fleets willing to test new ideas — even if not every idea will be successful — tend to see better outcomes and sustained improvements."

An evolving partnership

With the struggles of its legacy telematics solution now in the rear-view mirror, West Side and its drivers find themselves better positioned for long-term success with a technology partner like ISAAC by their side.

Even as the fleet continues to monitor its performance bonus plan, Richmond said they're beginning to look closer at some higher-than-expected idling figures uncovered thanks to the metrics being pulled. He wondered if the situation could be partially related to a battery issue in some trucks, or if other settings need to be tweaked.

West Side and the ISAAC Professional Services team maintain monthly calls to continue discussing emerging issues and trends such as the uptick in idling. Richmond credits ISAAC with its willingness to listen to feedback and provide informed recommendations, backed by data.

Continued interaction with ISAAC Professional Services provides West Side the opportunity to learn about ISAAC's latest features. That includes ISAAC Analytics, an innovative feature within the ISAAC platform that helps fleets make strategic decisions powered by business intelligence (BI) and artificial intelligence (AI).

"To keep the conversation alive with fleet professionals is what drives ISAAC's Professional services team," Bertrand says. "We want fleets to come to us with their pain points so we can help solve them."

Curious about what issues ISAAC's Professional Services team could help you solve?

Contact us

Let's discuss how our cutting-edge technology and data can help you.



Together, we simplify trucking

Talk to our experts to harness the full potential of your team
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