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PAUL MASSINGILL,
PRESIDENT AND CEO

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THE COMMITMENT
TO 'ON TIME, EVERY
TIME' DELIVERY

SERVICE DRIVEN TRANSPORT

Service Driven Transport



The annual listing of 10 companies that are at the forefront of providing 3PL services and transforming businesses

COVER STORY



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REPUTATION ARE
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SERVICE DRIVEN TRANSPORT

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Tech Outlook TOP 10
3PL
SERVICES COMPANIES - 2022

By Linda James

Resilient supply chains are integral to sensing and responding to changes during market disruptions. However, in the recent past, the agility, visibility, and resiliency of supply chains have been put to the test by workforce shortages and overwhelming consumer demand. The situation continues to be aggravated by the capacity constraints of the distribution networks, forcing businesses to find alternative, often more expensive and less reliable means of transport with longer delivery times. In this environment, hampered by supply chain bottlenecks, many shippers have lowered their expectations for on-time pickup and on-time delivery.

As a reliable logistics partner, Service Driven Transport is changing the narrative by getting products to their desired location on time, every time.

“Our name and reputation are synonymous with ‘on time, every time,’” says Paul Massingill, President and CEO of Service Driven Transport. Service Driven Transport claims a 98 percent on-time pickup and delivery rate and also has customer reports on its service levels to back it up.

Building enduring relationships with customers and offering premium services that exceed client expectations, Service Driven Transport—North America’s first choice in transportation—has earned an impeccable reputation in the industry.



Excellence Ingrained in the DNA

For Service Driven Transport, “Excellence in Motion” is not just a tagline. These three words reflect the company’s ideology and define its baseline. With a hyper-focus on delivering high-quality services and customer-centricity ingrained in its DNA, Service Driven Transport is committed to reducing risk, increasing performance, and providing a high return on investment for clients.

The number one priority for Service Driven Transport is delivering clients’ products to their destination on time with utmost care and efficiency. To achieve this, the company offers truckload, less-than-truckload and air freight services, specializing in temperature-controlled and bulk commodities transportation. Service Driven Transport also leverages its ground and air assets to ensure that

client demands are met even under challenging circumstances. Adopting a proactive approach, the company ensures on-time delivery through equipment availability and backup plans for logistical hiccups.

To deliver on its promises, Service Driven Transport is committed to getting the product where it needs to be, and that can mean relying on its own standby fleet of aircraft and pilots. Service Driven Transport ensures that sufficient products reach retail shelves, even when it is not an entire truckload, so that their clients can meet their customer commitments.

“We’re not going to sacrifice a multimillion-dollar client for a few hundred dollars in excess cost. If that means we must deadhead well over 500 miles to recover a load and get the product there on time, we’re prepared to do it,” says Massingill.

Service Driven Transport’s services are backed by a robust, cost-competitive transportation management system that enables visibility into the movement of goods and helps plan and optimize operations and equipment utilization. The system makes it possible to ensure more round trips, helping realize a higher utilization rate of the transport equipment. By utilizing its software to guide the decisions of load planners and ensuring the drivers are adequately equipped to meet those expectations, Service Driven Transport’s performance improvement is exceeding the norm.

Service Driven Transport’s drive to deliver the best possible outcomes was evident when they helped a client revive profitability and get their products delivered on time. Due to material shortages during the COVID-19 crisis, the client could ship only one or two pallets at a time, on multiple trucks over the course of each week, with routes that traversed the country. The less than truckload shipping had a negative impact on their bottom line.

The Service Driven Transport team stepped in, consolidated their LTL and LTR freight, and shipped them on a single truck with multiple stops. This approach was instrumental in driving up cost savings for the client while increasing visibility and delivering goods on time with no claims.

As an asset-backed 3PL provider, Service Driven Transport is trusted by some of the largest Fortune 500 companies as well as some of the smallest startups. The company’s clientele consists of multi-national food companies, including Hormel Foods, Rich Products, Johnsonville, and Danone.

Customer-Centricity at the Heart of Everything

Apart from delivering top-notch services, Service Driven Transport is keenly focused on reducing risk in every step of transportation management. On the asset side, Service





Keeping track of ingredients to build a relevant solutions portfolio for clients comes from the education and experience garnered over the last 30 years. Much of this is embedded in our thought processes. Experience, the school of hard knocks, goes a long way, says Massingill.

As a family-run corporation, Service Driven Transport is home to a tight-knit group of employees with over a hundred years of collective industry experience. The team's unwavering dedication to delivering services blended with the latest technological advances and a "human factor" at the core has been key to Service Driven Transport's success.

As a well-capitalized and adequately staffed company, Service Driven Transport is poised to realize its aggressive growth plans over the next few years. With offices in Washington, California, Oklahoma, and Dallas, Service Driven Transport's expansion plans include a physical presence in Georgia and Ohio by 2023 to build strong relationships with clients across the U.S.

While the pandemic exposed the real cracks in the supply chain, it has also presented an opportunity to be better prepared should a crisis arise in the future. As businesses bounce back from the pandemic, Service Driven Transport believes that it can create a greater impact by adhering to one simple principle – "All we have to sell is service." **LT**

Driven Transport deploys new and modern equipment with safety initiatives from the get-go. The company employs qualified drivers that stand out with recognition for their safety performance. For instance, one of Service Driven Transports top drivers can boast of completing four million miles without a single accident and winning numerous safety awards.

Service Driven Transport covers everything from vetting the trucking companies to analyzing the rating of insurance underwriters. The company is committed to insulating clients from loss and takes it a step further with its contingency policies that are second to none. To illustrate, many carriers fail to maintain a driver negligence clause in their policy. Should the driver set the incorrect temperature on the refrigeration unit, the carrier's insurance may deny the resulting claim. However, Service Driven Transport is mindful of such instances and ensures that driver negligence is a covered loss.

One aspect that makes Service Driven Transport stand out from the crowd is its

strong relationship with carriers. By paying carriers head haul rates, no matter which direction they are headed, the company fairly compensates them and builds enduring partnerships with the very people who are the backbone of its success. It creates a win-win-win situation for clients, carriers, and themselves.

Bringing the Power of Flexibility and Agility

The Service Driven Transport team is cognizant of the fundamental importance of proactively identifying market imbalance. The sooner a 3PL provider can adapt its operating processes to the current market trends, the easier it becomes to position and reposition an adequate supply to serve the customer.

With flexibility and patience at the core of each transaction, Service Driven Transport anticipates demands and delays and adjusts its operations accordingly while maintaining constant communication with clients. As a single source for all transportation needs, the company lays the cornerstone of clients' success by ensuring pricing stability while enabling them to stay ahead of the curve.

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TO BUILD A RELEVANT SOLUTIONS
PORTFOLIO FOR CLIENTS COMES FROM
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MUCH OF THIS IS EMBEDDED IN OUR
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