

Customer Success Story

TRANSFLO Document Management Software Automates Workflow and Revolutionizes Back-end Operations at Braun's Express

THE CHALLENGE

In 2004 Braun's realized it could improve its back office efficiency. "Our process was antiquated and manual," said Stephen Normandin, Braun's Director of Strategic Initiatives. We had an employee whose sole job was to match paperwork all day long. Another few employees photocopied and stapled paperwork all day. Every bill of lading and delivery receipt had to be photocopied twice. One copy was to be stapled to the freight bill and another copy to be stapled to the invoice.

Braun's personnel spent a great deal of time providing PODs for customers who requested them. These were stored in the warehouse; an employee would need to locate the specific box with that month's PODs, locate a specific day, and then sort through thousands of shipments that occurred that day to find the right one. Once it was finally in-hand, it was back to the office to copy and fax it to the customer. Stephen said, "The process might have been spread over a few people, but it amounted to a full-time job".

THE SOLUTION



Braun's knew they needed a document imaging system. They researched what was out there and looked at five or six different products, including some that were generic and not trucking-specific offerings.

Stephen Normandin found that the other systems were document repositories. You scan the paperwork in and it gives you a way to pull it up by index values later. Stephen said that after extensive research "I decided that trucking-specific was needed, and I liked TRANSFLO the best".

TRANSFLO was recommended by another carrier, which also helped the decision process. TRANSFLO was implemented without a problem, and implementation went better than they had ever imagined, Stephen commented.

THE OUTCOME

TRANSFLO revolutionized Braun's operation. Now, TRANSFLO generates Braun's delivery paperwork, freight bills, and invoices through its Rendition Print service.

They transitioned from dot matrix printers with carbon copies to laser printers on plain paper. It saved them money and was a faster process. They also switched to perforated forms; the top half of the sheet is the customer's receipt and the bottom half is the proof-of-delivery that comes back with the driver. Through TRANSFLO and Rendition Print, they were able to print the image of the bill of lading on the back of the customer's receipt. Stephen added, "It allowed us to completely change the way our paperwork works in a way that a standard document repository wouldn't do. That was a lot more than we expected."

With fewer customer inquiries and more productive business processes there were also savings on the human resources side. Instead of calling Braun's for help, customers were now able to login into Braun's website themselves to pull up their own proof-of-delivery images, bill-of-lading images and invoices. Stephen said, "We didn't have to lay anyone off because of TRANSFLO, but we're definitely running a few people smaller. The two or three people, whose entire job functions were eliminated, were reassigned to other departments within the company."

BRAUN'S
EXPRESS

About Braun's Express

Braun's Express specializes in transportation of flooring products, including large rolls of carpet picked up at manufacturers in northwest Georgia and delivered to retailers throughout the Northeast. The company operates 30 line haul units that transport carpet and other products between Georgia and four distribution terminals in Jessup, Md.; Cranbury, N.J.; Syracuse, N.Y.; and Braun headquarters in Hopedale, Mass.

Those terminals serve flooring stores and home improvement centers in their regions with a fleet of 100 local trucks. The carrier also handles some home and job-site deliveries. In business since the 1930s and privately owned, Braun's is a partner in the SmartWay initiative of the U.S. Environmental Protection Agency.

