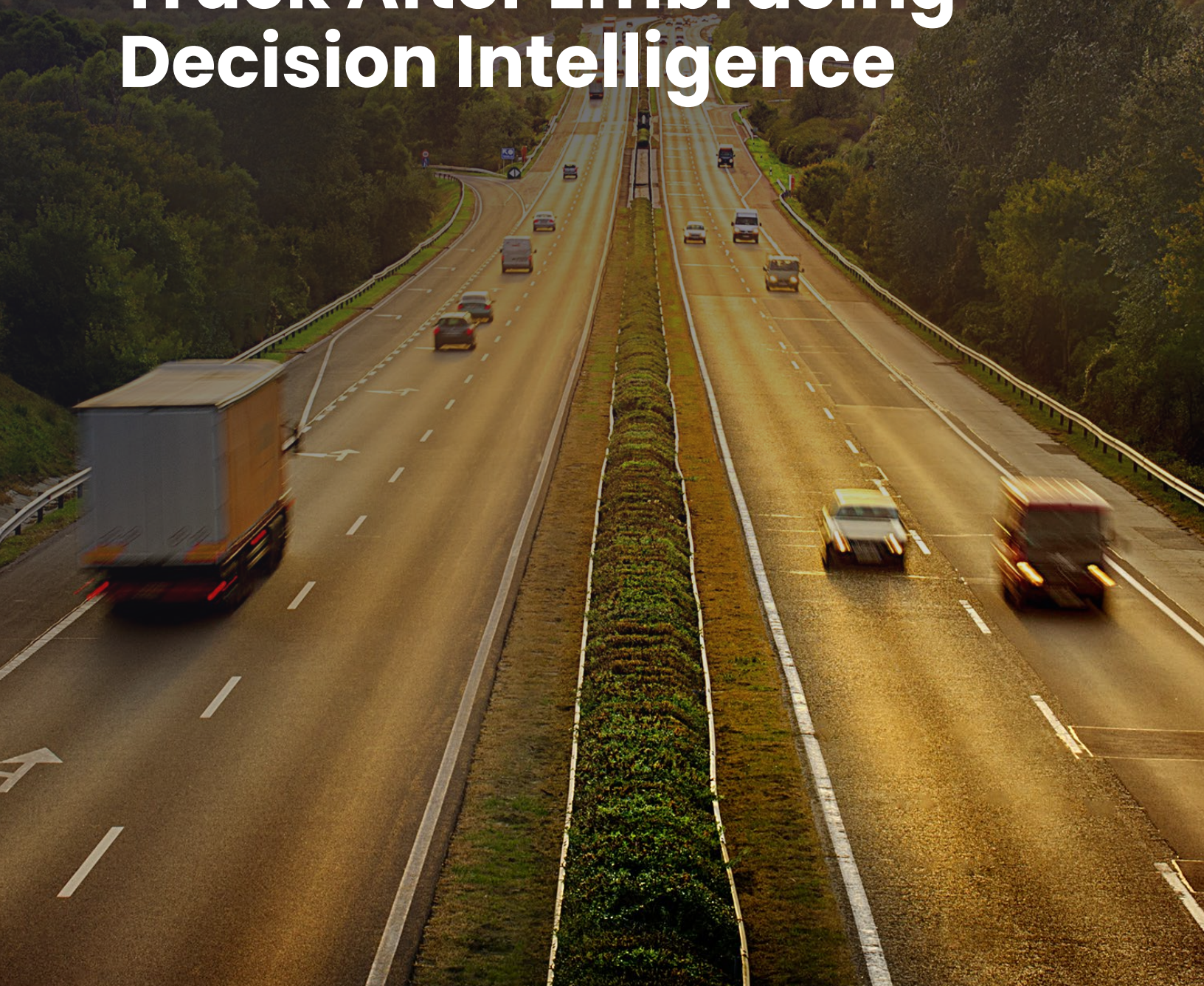# BCB Transport Sees 19.6% Increase in Revenue Per Truck After Embracing Decision Intelligence

In today's highly competitive transportation and logistics market, embracing innovation that drives operational efficiency can be the difference between winning and losing.

With rates at 2-year lows, carriers need every advantage to generate incremental profit points and maintain a competitive advantage.

For one customer, Texas-based BCB Transport (a new member of the CRST team), this was the perfect opportunity to fully embrace such a technology by partnering with Optimal Dynamics. By implementing Optimal Dynamics' Execute™ solution, an operational system that proactively automates and optimizes truckload decisions, BCB began the journey of transforming its operations.

The results speak for themselves: During a recent period, BCB saw an increase of more than 19% in revenue per truck per week and an operational efficiency that has opened the door for the company to run its business with 16% fewer tractors, all during a period of depressed market volumes and rates.

This case study details how BCB is using Optimal Dynamics' Artificial Decision Intelligence (ADI) and the transformation its company is experiencing as a result.

> **"To hit the goals we wanted to achieve, manually executing load planning and dispatching decisions was proving to be an uphill battle."**
>
> – Rick Larkin, CIO
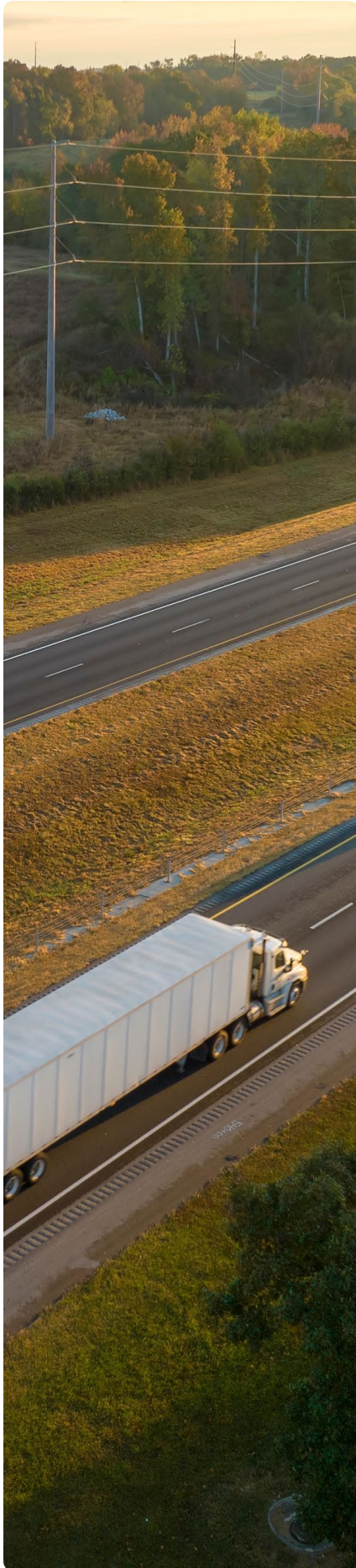
Like all carriers, BCB faced the complex task of optimizing operational decisions, such as load acceptance and dispatching, across its network while trying to maximize its unique KPIs. These tasks are fraught with uncertainty and require intricate manual planning, necessitating a solution that could handle these complexities while allowing BCB to plan for the unpredictable future.

> **"We move 150 loads per day and dispatch 130 drivers. To hit the goals we wanted to achieve, manually executing load planning and dispatching decisions was proving to be an uphill battle."**

When he first started talking to Optimal Dynamics, Larkin was immediately intrigued, if somewhat skeptical.

> **"I told my team, 'If these guys can do even a fraction of what they're saying, they're going to 100% transform how we think about and operate our business."**

From Current State to Future State

As with most first-of-its-kind technology, adopting a transformative solution like Optimal Dynamics requires embracing a future vision of one's organization. For BCB, the use of Optimal Dynamics' Execute was designed to turn daily decisions over to the platform in pursuit of that future vision, proactively automating and optimizing load acceptance and dispatching decisions across the entire network. The team recently achieved 100% adoption of Optimal Dynamics decision recommendations - meaning *all* day-to-day decisions for load assignment and dispatching were automated through the solution. This is an incredible milestone of full deployment of artificial decision intelligence. We like to call this "All in with ADI."

The system can forecast load acceptance decisions up to three weeks in advance and automate corresponding dispatching decisions. This unique attribute of Optimal Dynamics' solution, handling both tactical and real-time decisions, drives compounding efficiency improvements and vastly increases load planner and dispatcher productivity.

> **"It was daunting for the first time to let a system make the decisions we have been making manually for years.But after we worked through some iterations with the Optimal Dynamics team, we started to realize what a vastly more efficient system it could be."**

During one of Optimal Dynamics' "Dispatcher For A Day" onsite training sessions, the system's full potential was readily on display. The training session allowed BCB's dispatchers to begin letting go of past behaviors so they could fully adopt the new platform. "After our team built trust in the decisions, our dispatchers are planning 60% more freight in the same amount of time while, even more importantly, exceeding our operational efficiency goals," continued Larkin.

Optimal Dynamics' decision intelligence engine, CORE.ai, enabled BCB to effectively navigate operational uncertainties, streamline their decision-making processes, and ultimately create a better way to make decisions to drive more profitability.

In parallel with using Execute for load acceptance and dispatching, BCB was able to simulate a view of its network within the Optimal Dynamics Plan solution. The simulation enabled BCB to collaborate closely with the Optimal Dynamics team to fine-tune the Execute solution before the decisions were integrated into daily operations. This collaborative approach helped BCB mitigate risk and identify areas of opportunity, maximizing the benefits of the Execute solution and further driving operational efficiency.

19%+
INCREASE IN REVENUE
PER TRUCK PER WEEK

60%
MORE FREIGHT
PLANNED IN SAME
AMOUNT OF TIME

16%
FEWER TRACTORS

100%
ADOPTION OF
OPTIMAL DYNAMICS
RECOMMENDATIONS

The Impact:
Significant Increases in Asset Utilization, Revenue, and Efficiency

After Optimal Dynamics worked closely with the BCB team to validate recommendations, understand perceived discrepancies, and battle-test the system until it was tuned to operate around their unique business goals and rules, Execute made an immediate and significant impact on the company's operations. During the evaluation period, the solution led to an increase of more than 19% in revenue per truck per week.

> **"The results were seriously impressive,"** said Larkin.

Moreover, given the impact of these results, BCB has uncovered the opportunity to reduce tractor count by 16% without impacting revenue, signaling a substantial improvement in operational efficiency.

The key to maximizing BCB's success with the Optimal Dynamics platform has been solidifying a workflow to maximize efficiency to the greatest extent. Optimal Dynamics and BCB initially used on-site meetings to solidify the workflow, and they continue making regular tweaks and adjustments during ongoing weekly meetings.

BCB Transport was acquired by CRST, one of the nation's largest privately held transportation companies, in the fall of 2023, just months after engaging Optimal Dynamics led to more revenue, better customer service, and streamlined dispatch operations. Following the philosophies outlined above was part of BCB's acquisition story. Now, operating under a new owner, BCB is poised to continued its success and find additional ways to optimize its operations.

Business Transformation Takes Time (But Delivers Results)

The relationship between Optimal Dynamics and BCB Transport started with intrigue and hope that the Optimal Dynamics platform could "100% transform how we think about and operate our business," according to Rick Larkin.

The success of the relationship was due to BCB's commitment to the process and willingness to use a collaborative approach to mitigate risk while identifying areas of opportunity.

Key philosophies for BCB that would apply to any organization aiming for similar results include:

○ **Proper change-management training and processes are just as important as the decisions themselves.**

○ **Standard KPIs might not be relevant anymore and can lead to the degradation of the solution.** *Example: There was an increase in long empty moves during BCB's implementation.*

○ **Load Acceptance and Dispatching can be used independently of one another, but for the most positive impact, they should be used in tandem as soon and as frequently as possible.**

○ **Users should not expect 100% recommendations 100% of the time. There are still circumstances that require manual intervention, and these circumstances should be embraced as both a learning tool for the engine and a way to reinforce the value of the user/person to the organization.**
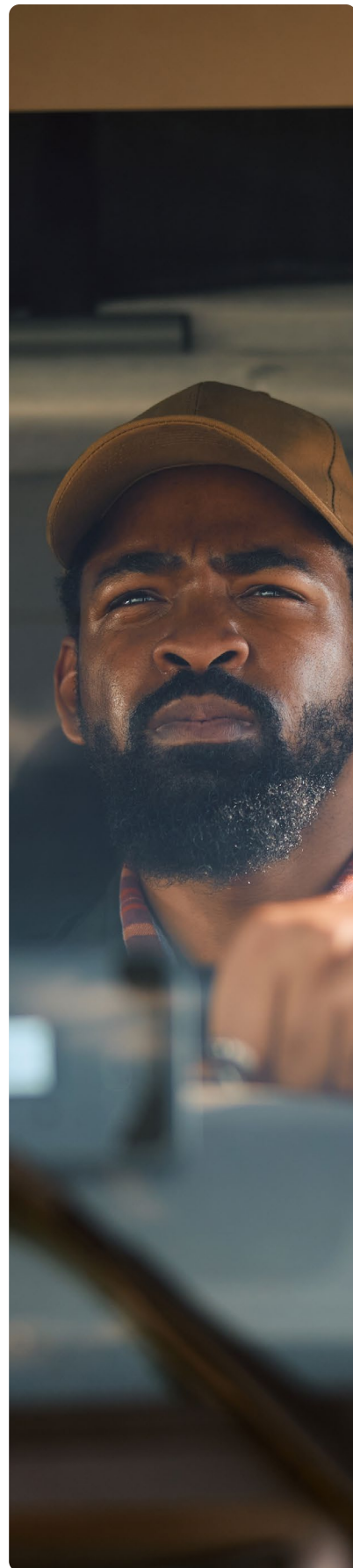
About Optimal Dynamics

Optimal Dynamics was founded on over 40 years of research from Princeton University to build the decision layer of logistics. Today, Optimal Dynamics automates and optimizes planning, load acceptance, and dispatching decisions for truckload operations.

Optimal Dynamics leverages a unique approach to offer a holistic decision automation platform, combining strategic, tactical, and real-time decision-making. A groundbreaking unified artificial decision intelligence engine called CORE.ai is used to enable this. This drastically differs from traditional transportation optimization systems that only provide simplified dispatching or strategic solutions.

The Optimal Dynamics platform goes beyond typical operations to predict, plan, and execute, enabling the platform to balance immediate decisions with future uncertainties. The unique synthesis of strategic foresight, tactical analysis, and real-time response drives compounding benefits, which fundamentally transforms truckload operations.

Optimal Dynamics

Visit **optimaldynamics.com** to learn more.

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