



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 Execute by Optimal Dynamics™, an operational system that proactively automates and optimizes truckload decisions, BCB began the journey of transforming its operations.

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.

“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

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, using Execute by Optimal Dynamics allowed them 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.

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**

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Getting Started with Artificial Decision Intelligence

“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.”

On-site training sessions allowed BCB’s dispatchers to begin letting go of past behaviors and fully adopt the new platform.

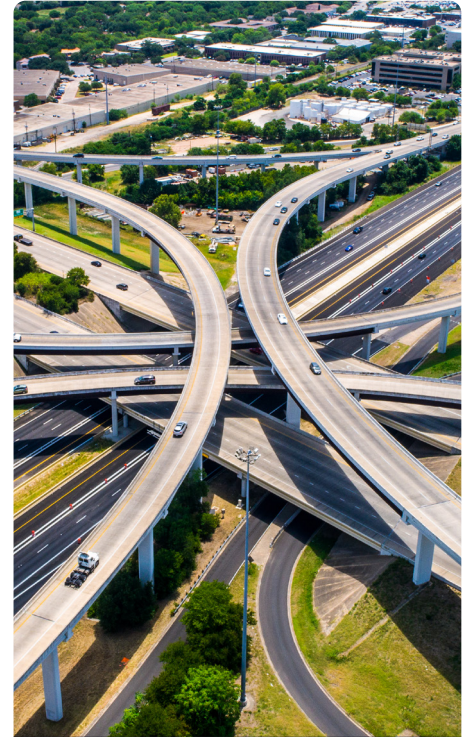
“After our team built trust in the decisions, our dispatchers are planning 60% more freight in the same amount of time while, even more importantly, exceeding our operational efficiency goals.”

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. The full deployment of artificial decision intelligence is an incredible milestone. We like to call this – All in with ADI.

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

After partnering closely to validate recommendations, understand perceived discrepancies, and battle-test the system until it was tuned to operate around unique business goals and rules, Optimal Dynamics immediately and significantly impacted the company’s operations. During the evaluation period, the solution led to an increase of more than 19% in revenue per truck per week. Moreover, given the impact of these results, BCB uncovered the opportunity to reduce tractor count by 16% without impacting revenue, signaling a substantial improvement in operational efficiency.

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. Now, operating under a new owner, BCB is poised to continue its success and find additional ways to optimize its operations.



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Decision
Intelligence**

in Action



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