



## **Con-way Truckload Road Ahead – July**

### **Dedicated Solutions**

Bill Lusk, director of dedicated sales, Con-way Truckload

In the trucking world, economic forecasts can bring major headaches for transportation managers. Recent predictions for a looming capacity crunch have many shippers making critical plans now to avoid future delivery problems. As companies consider alternative ways to meet freight transportation needs, it is wise to consider the benefits of supplementing private fleets with dedicated capacity.

Seasonal and long-term market shifts can greatly complicate transportation managers' efforts to keep adequate capacity available for delivering freight to customers and service centers. In a dedicated contract arrangement, available capacity is guaranteed. The Con-way Truckload team is fully prepared to supplement customers' private fleets, providing the same levels of reliability, safety, and professionalism in dedicated accounts as promised in more traditional freight transportation services.

Private fleet owners are no strangers to risk. They face increased insurance costs, tightening CSA standards and regulations, and high equipment and maintenance prices. Mounting capacity pressures intensify these risks. On the road, nothing is guaranteed, and many private fleets lack the resources and extensive network to ride out unexpected bumps and curves. It is difficult for smaller fleets to grow and shrink with the ebb and flow of demand. In uncertain times, larger companies like Con-way are better prepared to support shippers with dedicated services.

Dedicated services also yield attractive results in terms of driver turnover rates. Members of the National Private Truck Council (NPTC) reported churn of 10.6 percent in their last annual benchmarking survey. By contrast, the ATA reported a first quarter 90 percent turnover rate for traditional road divisions.

Furthermore, the consistent nature of dedicated lanes allows drivers to achieve superior levels of service. Unlike over-the-road drivers, dedicated drivers deliver to the same customers, to the same docks and over the same routes on a regular basis. As a result, they become more familiarized with fewer routes, and better able to anticipate traffic issues and hazards that often occur in transit.

At Con-way Truckload, we view industry issues as opportunities for improvement. We are in a unique position to grow our dedicated services, with the people, equipment, resources and network necessary to develop a dedicated account. Con-way Truckload is ready to offer dedicated support, keeping trucks on the road with business as usual: on-time delivery, fair costs, and the highest levels of safety, service and professionalism.