



Paper Transport, Inc. Fleet Management Helps Your Business Drive Down Cost and Deliver the Bottom Line

For many organizations, the question of managing a private fleet, or outsourcing operations to a dedicated services provider like Paper Transport, Inc. (PTI) is not an easy one. The idea of a business owning and operating its own trucks and trailers often seems like the best way to protect its brand, its customer's experience, and its bottom line. Unfortunately, that isn't always the case, especially when the true costs of running a private fleet are overshadowed by common misconceptions about the true value of operating a private fleet.

True overhead for a fleet isn't easy to calculate

Too often, organizations believe they are saving money by owning their own assets. The truth is those assets carry a much greater cost than most people expect. Moreover, the big costs for companies with private fleets don't always hit the transportation budget.

Expenses and risks come in all sorts of ways. Insurance rates for carriers across the board are skyrocketing. Owning a private fleet increases insurance premiums and exposes the entire business to a liability suit if one of your trucks is involved in an accident. Today's jury awards are getting so big, the amount owed to the plaintiff can easily bankrupt a mid-size company.

Moving your fleet operations to an asset-based carrier takes away the financial burden of extra insurance and mitigates your company's liability risk. Outsourcing your private fleet will also optimize your operations and take the waste out of your transportation spend. Ultimately, the right carrier choice can help you drive strong bottom-line results.

The regulatory landscape is not working in your favor

The increase in transportation regulations applied to the transportation industry is increasing at an exponential rate. With each new piece of legislation comes the added cost of adoption and compliance. Those costs have a significant effect on a private fleet and can crush a business's profitability.

Consider the money it takes to upgrade your equipment, train your drivers, and even hire multiple compliance technicians to manage the regulations and the paperwork. One set of new regulations can trigger hundreds of thousands in expenses that are difficult to plan for, and nearly impossible to predict.

Owning your trucks does not guarantee capacity when you need it most

Many organizations start running their own trucks because of a belief that asset ownership guarantees capacity when and where you need it. The reality of this is private capacity becomes inflexible over time. If you right-size your fleet, you can't flex in peak times. Then you end up paying higher prices in the spot market to cover loads, or you delay shipments and miss opportunities in the market.

If you increase your capacity for peak sales cycles, then you are left with idle assets collecting dust and racking up expenses. It can be a lose-lose situation that ultimately drives profits out of the organization.

Carriers, such as PTI, can help you get the right number of tractors and trailers in your dedicated fleet, and engineer routes to optimize utilization on your equipment. Your carrier should also have the extra capacity to cover peak sales cycles, adding more trucks into the mix when you need them. This saves you the time, hassle, and money of trying to cover loads in the spot market. Outsourcing your fleet can turn a lose-lose scenario into big wins for your budget.

You will still need to find drivers

The capacity you need is a function of trucks and drivers, and finding professional safe, qualified drivers is not an easy thing to do. With the growing shortage of drivers, the cost of hiring and retaining drivers continues to increase. The reality for smaller, private fleets is this process becomes a constant challenge that can keep assets parked and customers underserved.

Working with an outsourced model, your carrier will have access to drivers across their network who can be assigned to work on your account. The carrier's continuous recruiting process brings in new drivers every week, giving you an active pool of talent from which you can draw. This saves you time, money, and allows your teams to focus on your core business.

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Dedicated to building your brand

The most common reason companies run their own fleets is for the control of their brand and their relationship with customers. The same drivers see the same customers, building relationships and better service is the result.

This is also true for top-notch carriers and the drivers they put on dedicated routes. That carrier may be using its own assets, but those trucks often carry your logo on the side. The professional drivers assigned to your routes are wearing your uniform and acting as an extension of your brand. In most cases, your customers will likely receive service that exceeds their expectations and positively reinforces your brand image in their minds.

It's time to make a change

At PTI, we understand the decision to outsource a private fleet is never an easy one. We also know that in today's highly competitive business environment, reducing cost, and minimizing your risk is critically important.

It may be time to explore the value of making a change in your organization. Time to get more out of every mile you run, and time to find a carrier who will deliver outstanding service to your customers, and help you move your business forward.

Why Wait?
Let's connect.

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