Harris Trucking Company was founded in 1968 when Dick Harris bought a truck and two trailers in Lynchburg, Virginia and began hauling school supplies around central Virginia. Today, Harris Trucking has grown to become one of the leading family-owned trucking companies in the East with approximately 250 employees, 150 tractors, and 450 trailers. The company operates out of Madison Heights, Virginia and specializes in hauling dry goods to several fortune 500 companies.

Staying Ahead of the Curve with the MCP50 Solution

Harris Trucking Company's motto is to “meet or exceed customer expectations with safe, on-time delivery.” With an on-time delivery record of more than 95%, the company puts its motto into practice every day with a strong commitment to quality and safety. The company also looks ahead to stay on top of changing regulations, rising costs, and other challenges. In 2011, Harris Trucking wanted to upgrade from the legacy OmniTRACS™ system and was one of the first companies to beta test Mobile Computing Platform 50 (MCP50).

According to Jed Duggan, Harris vice president and general manager, the MCP50 was the cost-effective and next-generation solution they needed to improve compliance, reduce fuel costs, and improve load management. “Log compliance is going to be mandatory down the road. Our goal is to get ahead of the curve and be ready so we aren’t held back,” Duggan said.

Since installing the MCP50 applications (CoPilot® Truck™ In-Cab Navigation, Critical Event Reporting, Performance Monitoring, Hours of Service, and Vehicle Inspection Report), Harris Trucking has successfully improved compliance, increased fuel efficiency, reduced operational costs and increased driver productivity.
Harris Trucking’s Story: Committed to Compliance & Safety

Situation
With a strong commitment to safe, on-time delivery and customer service, Harris trucking wanted to proactively manage compliance, fuel consumption, and load management as well as increase productivity and lower operational costs.

Solution
Mobile Computing Platform 50 (MCP50)

Results
- Increased driver log accuracy with the MCP50 automating log update up to the minute
- Increased driver satisfaction and peace of mind with accurate log recording and truck approved routes
- Improved out-of-route miles with CoPilot Truck In-Cab Navigation
- Improved load management with accurate display of available hours
- Reduced by over 60% its Fatigue Hours of Service CSA Score in the last 3 months
- Reduced violations by showing the driver time restrictions and in-cab notifications prior to the end of 11-, 14-, or 70-hour limits
- Reduced fuel consumption and costs with Performance Monitoring
- Improved proactive safety management with delivering critical information in near real-time

Stay Compliant and Increase Productivity
The MCP50’s applications, such as Hours of Service, Critical Event Reporting (CER), and Performance Monitoring (PM), have made it easier for Harris Trucking to stay on top regulatory compliance and fleet safety management. “Our drivers are taking to the MCP50 like fish to water. The drivers’ paper logs were showing they only had two hours of remaining drive time, because drivers were recording their time in 15-minute segments. However, with the Hours of Service application on the MCP50, it displayed that drivers actually had three hours left, since the MCP50 was recording drive time to the minute,” said Duggan.

“The Hours of Service application has helped in reducing hours of service violations by showing drivers their time restrictions and in-cab notifications prior to the end of 11-, 14-, or 70-hour limits,” said Duggan. Since drivers must now enter all hours electronically, there are less errors and productivity has increased. According to Duggan, “Overall the partnership between Omnitracs and Harris has improved compliance, driver productivity and time management.” The electronic logs make it easier for managers to see how much time drivers have available and proactively manage load assignments.

Reduce Out-of-Route Miles
Harris drivers have been very pleased with the MCP50’s In-Cab Navigation application (ALK Technologies’ CoPilot Truck), according to Duggan. Drivers like the easy-to-use graphical interface and the text-to-speech features. “They don’t have to keep looking down for a piece of paper. They can access truck approved routes, listen to directions through text-to-speech technology and get an alternative route if they get lost,” he said. CoPilot Truck includes clearly defined towns, zip codes, and other aids making it easier for drivers to follow best routes, make the right turns, and avoid low bridges. All this means reduced out-of-route miles and more efficient, safe and satisfied drivers,” said Duggan.

Jed Duggan, Vice President/General Manager, Harris Trucking Company

“The Hours of Service application has helped in reducing hours of service violations by showing drivers their time restrictions and in-cab notification prior to the end of 11-, 14-, or 70-hour limits.”
Manage Fuel & Maintenance Costs

With the help Performance Monitoring, Harris back-office staff can stay on top of driving behaviors that may be contributing to poor vehicle performance or fuel mileage. By monitoring metrics such as miles per gallon, idling, and hard braking, managers are able to identify best and worst performers with the ability to see the financial impact of poor performance. “Managing fuel consumption is critical to operating a cost-effective fleet. Omnitracs systems allow for easy integration of mobile data into the back office, which makes it easier to consume and analyze data,” said Duggan. With the Vehicle Inspection Report (VIR) application, Harris was able to automate DVIR submission in compliance with DOT regulations. VIR helps manage maintenance costs and enforce pre-trip and post-trip inspections to be completed in a timely manner. Managers are able to have a full picture on the number of DVIRs submitted and resolved.

Deliver Critical Information Quickly

In addition to being cost-effective, according to Duggan, the MCP50 host applications are intuitive and easy to use. With a short learning curve in the beginning, Harris managers quickly realized the benefits of having all the applications in a centralized location and accessible through the Services Portal. Overall, this has meant increased productivity and lower administrative costs.

For a company like Harris Trucking that prides itself on excellent customer service, prompt delivery, and safety, the MCP50 tools also deliver critical information more quickly. “It’s a lot quicker and it becomes part of our decision process. All the information is at our fingertips in near real-time, we know where our drivers are, what they’re doing, how much time they have available, if there’s any problem with driver performance, and information on fuel efficiency data. Near real-time visibility helps us address areas of concern immediately and proactively manage safety related issues,” said Duggan.

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— Jed Duggan
Vice President/General Manager,
Harris Trucking Company

http://www.omnitracs.com/mcp50
ABOUT OMNITRACS, LLC

Omnitracs, LLC has provided integrated fleet management applications, services, and platforms to transportation and logistics companies around the world for 25 years. As the most experienced provider in the industry, Omnitracs delivers end-to-end solutions to help fleets improve safety and compliance, fuel management, mobile asset management, operational efficiency, driver retention, and customer service. It tailors fleet management solutions to meet the needs of for-hire and private fleet operations of all sizes and with requirements ranging from basic compliance management to the most sophisticated business intelligence. Omnitracs is uniquely positioned to innovate fleet management solutions that benefit from the company’s deep knowledge of mobile wireless technology and solutions. Backed by a global, 24/7, world-class technology infrastructure, Omnitracs has established an unrivaled track record of award-winning customer service that extends long past the initial sale. For more information, please visit the Omnitracs website (www.omnitracs.com), “Omnitracs Road Ahead” blog (www.omnitracs.com/blog) the YouTube Channel: Driving Ahead (www.omnitracs.com/youtube) and LinkedIn page (www.omnitracs.com/linkedin).