

# C.R. ENGLAND ACCELERATES EFFICIENCY FOR THE LONG HAUL

## OPERATIONS

Headquarters: Salt Lake City, UT  
Dispatch: Centralized in Salt Lake City

## MANHATTAN SOLUTION

Manhattan Carrier™



## CHALLENGE

Improve efficiency and productivity without replacing the existing, extensively customized dispatch system.

## SOLUTION

Manhattan Carrier™ selected based on ongoing technology upgrades and all areas of customer support.

## PROGRESS & RESULT

Goals in all categories were reached, and in some cases exceeded, within six months of implementation; increased business has been handled without additional staff.

“It’s been remarkable for us to see how much easier it is to reach top levels of performance with this technology. Manhattan is really critical to our overall design, forward thinking and reaching our ultimate goals.”

CHAD ENGLAND, VICE PRESIDENT, ENGLAND NORTH AMERICA C.R. ENGLAND

# ACHIEVING TOP LEVELS OF PERFORMANCE

at C.R. England

## OPTIMIZATION HELPS COMPANY MAINTAIN RECORD OF GROWTH AS IT SPEEDS TOWARDS 90TH ANNIVERSARY

C.R. England, Inc. manages impressive worldwide operations from its headquarters in Salt Lake City, Utah. The privately-held company was founded in 1920 and is now run by third and fourth generation family members. Their fleet consists of 3,800 power units that provide temperature sensitive one-way truckload operations and dedicated service for individual customers throughout North America. In addition, the company also operates intermodal, brokerage, transportation management, LTL and parcel groups as well as a logistics group with three offices in China.

Preparing to celebrate its 90th anniversary next year, C.R. England will reach the \$1 billion mark in annual revenue for 2009. This achievement comes on top of growth that has ranged from 8% to 10% in each of the last five years.

## ONGOING OPERATIONAL TUNE-UPS REVEAL THE NEED FOR MANHATTAN SUPPORT

The company is very dedicated to its core values of service, safety and performance. It regularly reviews operations to ensure that existing baseline standards for these values are maintained and is constantly on the lookout for areas of possible improvement. After such a review in 2007, it was determined that operations needed to be further streamlined in order to improve overall company efficiency.

Of particular concern was reducing the learning curve of operational new hires, better control of fuel costs, reducing empty and out-of-route miles, and improving tractor utilization. Additionally, the company had not upgraded its dispatch software in fifteen years. However, that system had undergone extensive customization during that time. Therefore, a major challenge for any new technology solution was that it had to work with the existing, highly customized software.

An extensive search by the company determined that Manhattan Associates was the best-suited solution provider. This was based on Manhattan's dedication to ongoing technology upgrades and all areas of customer support.

According to Ron Hall, C.R. England director of business strategy, "We were very impressed with the fact that Manhattan upgrades its product every year and is committed to both the installation process and extensive training support. The consulting services and a partnership with the maker of our dispatch system were also important factors in choosing Manhattan to help us reach our operational goals."

**"Hemisphere transformed us from a geo-based operation into a more customer and driver centric operation. Now there's ownership, and accountability."**

## EVEN WITH CHALLENGING CUSTOMIZATIONS, IMPLEMENTATION IS A SMOOTH RIDE

Chad England is vice president of England North America. He says, "Throughout implementation and numerous customizations, Manhattan stepped up to the plate and was fantastic at responding to our needs and making sure everything was ready to go when we needed it."

In addition to preserving all the functionality of the company's dispatch system, Manhattan:

- Added the contents of its Vertical Integrated Planning (VIP) screen to the screen that the company load planners were already accustomed to in order to maintain a familiar environment and smooth the transition to the new solution
- Enabled Manhattan Carrier to account for cost per mile differences between independent contractors and company drivers when making deadhead or out-of-route recommendations
- Customized geographic fuel expense tables to reflect weekly changes in the Department of Energy's Fuel Pad calculations

## OPTIMIZATION REVS UP EFFICIENCIES AND IMPROVEMENTS

In concert with other technology solutions that were installed simultaneously, Manhattan enabled C.R. England to reach or exceed all of its intended goals within six months of implementation. Improvements in productivity include:

- Steadily increasing business levels were handled without increasing non-driving staff
- Empty miles have been reduced by 3%
- Out-of-route miles have dropped 5%
- Tractor utilization has improved by 3%
- Service-challenged loads are addressed four times faster with less cost and fewer resources
- Training time for new hires in Operations is 60% lower

The company even created a new Production Manager position to fully leverage the functionality of Drop&Swap®, Manhattan's solution for taking care of late loads and driver home-time. Using the module, drivers that have insufficient log hours are quickly identified and swaps are recommended to driver managers. "That's allowed us to improve service because we can pinpoint potential issues before they become larger service problems," says Ron Hall.