

Road to success

Buyers of truck transportation cast almost 5,000 evaluations of LTL and TL service providers, the most for any of the modal categories and yet another record for our five-year survey. More than a quarter are spending over a million dollars annually on truck transportation. (*see chart on following page*).

Pricing and to a lesser extent capacity have been key issues in truck transportation the last few years. After years of marginal rate increases, the largest carriers have been particularly aggressive in their attempts to push through the kinds of rate increases they consider necessary to reflect their costs and quality of service. Many have also introduced a wide range of accessorial charges.

Yet shippers using TL transport ranked competitive pricing as their second most important criteria when choosing carriers while LTL carriers ranked it as the third most important among the seven key performance indicators tracked by our survey.

On-time performance is the key consideration for shippers using LTL carriers, followed by customer service and, as mentioned, competitive pricing. In all 20 LTL carriers surpassed the benchmark of excellence, five more than the previous year. Of those, 10 were repeat winners from the previous year.

The winners and their scores for each of the seven KPIs are shown in the table below. The bottom row of the table shows this mode's benchmark of excellence for each KPI. The total benchmark of excellence for this mode is shown top right.

The winners are shown in alphabetical order and only those scoring above the total benchmark of excellence are included.

LTL MOTOR CARRIER AWARD WINNERS

Total no. of shippers evaluating carriers this mode: 1865 Total carrier evaluations: 2725 Benchmark of excellence: 116.857

Carriers	On-time performance	Equipment and operations	Information technology	Competitive pricing	Customer service	Problem solving	Value-added services
ABF Freight System	18.992	16.202	16.846	18.876	19.698	17.132	13.008
Armbr Transport	20.888	17.547	15.218	17.815	19.108	17.132	12.031
Armour Transportation	19.139	17.226	14.701	18.017	19.418	16.590	13.536
Caneda Transport	22.205	18.976	15.589	17.757	19.826	17.132	16.808
Con-Way	20.770	17.204	16.856	17.583	18.727	16.143	12.515
Day & Ross	19.513	17.193	14.912	19.055	19.105	16.381	12.306
Hercules	21.263	17.702	15.990	20.059	20.883	18.328	13.838
MacArthur Express	22.205	19.302	17.444	18.854	22.029	19.579	15.314
Manitoulin Transport	21.269	17.699	16.325	18.523	19.914	17.303	13.110
MSM Transportation	21.724	18.506	16.238	19.449	21.620	19.987	14.512
National Fast Freight	18.841	16.604	16.953	19.796	18.736	16.376	13.206
Penner	20.411	17.526	14.290	19.950	20.560	17.132	14.193
Robert Transport	19.837	18.440	15.888	17.530	19.928	17.955	14.193
Sameday Right o Way	19.887	16.604	15.372	19.182	18.247	16.628	11.864
Thibodeau Transport	21.981	17.065	16.455	19.950	20.046	17.608	11.525
TST Overland	20.052	17.197	14.901	17.626	19.297	16.613	11.895
Totalline Transport	21.532	17.790	15.032	17.757	19.826	17.132	13.446
USF Holland	19.949	17.580	16.076	19.498	18.776	15.793	12.224
Western Canada Express	20.901	17.901	14.809	20.429	20.239	17.132	12.929
Yellow Freight	19.135	17.122	16.888	18.127	19.198	16.583	12.525
Benchmark of Excellence	19.550	16.867	14.669	18.454	18.748	16.107	12.432