



Case Study

Like every concrete supplier in the U.S., Concrete Supply Company in Charlotte, North Carolina, is in constant communication with the contractors and builders that rely on Concrete Supply Co. for their concrete.

TRUCKAST and Concrete Supply Co.

"The proverbial question is, "Where's my truck?" said Henry Batten, President, Concrete Supply Co. To provide their customers with real-time, digital info on their concrete orders, Concrete Supply Co. is rolling out TRUCKAST to their customers.

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communicate better with our
customers... it creates new level of
mutual performance and trust."***

- Henry Batten, President, Concrete Supply Co.



TRUCKAST, a smartphone software app for the bulk construction materials industries, was specifically designed to help concrete suppliers and their contractor and builder customers:

- Access complete, accurate concrete orders and full order history.
- Decrease communication errors via automated documentation.
- View real-time tracking of concrete jobs, trucks and orders.
- Receive dynamic alerts throughout the entire concrete order and delivery process.

Concrete Supply Co. has a long and rich history of delivering concrete to builders and contractors throughout the Carolinas. Formed in 1958 through the merger of three ready-mix companies with a total of four plants, all located in Charlotte, NC. Today, Concrete Supply and its subsidiaries operate more than 30 concrete plants and more than 340 mixer trucks, employ more than 500 employees, and produce approximately two million cubic yards of concrete annually.

Prior to implementing TRUCKAST, Concrete Supply Co. averaged seven telephone calls to dispatch or sales people per concrete order. Batten is confident that the simultaneous real-time data available via TRUCKAST will reduce the number of phone calls per order.

Contractors or builders can view TRUCKAST and see a wealth of vital information about their concrete orders: the status of the order, the number of trucks scheduled, when those trucks are scheduled to leave the concrete plant, when the en route trucks will arrive at the job, when the job will finish, how their crews are performing, etc.

"TRUCKAST is helping us communicate better with our customers with improved transparency, it creates new level of mutual performance and trust," Batten said.

An example of improved performance is with tail outs - the last truck or concrete delivered to a building site. Prior to TRUCKAST, when the last concrete truck arrived at a construction site, the foreman would have to call dispatch if he needed additional concrete delivered to finish the pour. This often created problems because there could be a delay of an hour or more from the time that the customer called in their last-minute concrete order.

With TRUCKAST, the customer receives a message when the last truck leaves the concrete plant. Knowing that the last concrete order is on the road, customers can immediately measure and determine if they're going to need more concrete delivered to finish the job. If so, they can immediately place an order, reducing or eliminating waiting for Concrete Supply Co. to deliver the concrete needed to finish the pour.

Concrete Supply Co. prides itself on its long-standing relationship with customers throughout North and South Carolina.

"With the mutual performance data we are simultaneous viewing in TRUCKAST, conversations with our customers are more valuable."

- Henry Batten, President, Concrete Supply Co.

TRUCKAST creates unprecedented transparency and trust between suppliers and contractors.

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