

BCQ Logistics

Streamlining Operational Efficiency and Reducing Complexity with FreightTracker's TMS solution



BCQ Logistics, an Australian leader in container transport and warehousing

BCQ Logistics has been at the heart of Australia's container transport industry for 15 years, earning a reputation for reliability and efficiency across full-service container transport. Running a 24/7 operation, their fleet of trucks - fitted with advanced navigation and radio communication systems - moves around 100 containers daily, keeping goods flowing and businesses running. With a growing annual turnover nearing \$20 million, BCQ's services

now include everything from container transport to warehouse distribution and FCL (Full Container Load) deliveries.

As the company grew, it became evident that its current processes wouldn't keep up with the complexity - and systems weren't built to scale. They needed something smarter, something to bring all their operations together seamlessly. That's where FreightTracker stepped in.

Complicated, Misaligned and Costly Operations

BCQ struggled with overly complicated and disjointed processes that created challenges across their operations. These inefficiencies were holding them back, causing misalignment between departments, and taking a toll on productivity. Here's what they were up against:

- System errors (i.e. duplicate entries) needing manual correction
- Clients unable to easily interact with the system or get the information they require
- Poor, incorrect reporting
- Limited integrations and capabilities
- Complicated and heavily manual invoicing process
- No transport progress or milestone updates
- Lacked the functionality necessary to support our operations and business growth
- Incurring unnecessary demurrage and detention fees for container delays

These complications not only impacted internal processes, but also affected their ability to deliver a high-quality service to their customers. It was clear that BCQ needed a solution to simplify processes, align functions, and set the stage for sustainable growth.

A Transformative TMS Platform

To address these challenges, BCQ sought a comprehensive TMS platform capable of managing their advanced fleet operations while integrating seamlessly with other systems. FreightTracker didn't just meet these needs, it exceeded expectations by delivering a solution unique to the logistics industry.



“It’s a wonderful, simple, easy to use product” explains Tom Keipert, BCQ’s Managing Director. “It’s allowed us to amend things quickly, think on our feet, and shoot off information. It’s a product that really captures all the requirements that businesses like ours are looking for.”



Paired with an array of tailored features, FreightTracker's fleet and warehousing modules proved beneficial in aligning BCQ's processes back on track:

Seamless onboarding and transition:

"Whenever we introduce new staff, it's within a day that they pick it up" reflects Tom, highlighting the minimal training time and how quickly employees adapt.

Operational fleet management:

Simplifying the process of managing drivers, bookings and jobs in a user-friendly platform "designed to be a visual guide as much as anything"

Multi-functional integrations:

BCQ's diverse systems were brought together, connecting warehousing, container tracking, transport logistics, invoicing, and more.

Customer connectivity:

The ability to integrate seamlessly with our customers ERP systems was a game changer, reducing data entry and improving quality of service.

Detailed reporting and analytics:

Delivering the right information when it's needed, the TMS offers greater accuracy and transparency to support effective decision-making.

Customer portal accessibility:

Customers are provided with clear visibility. Tom explains, "Our customer requirements are looking to evolve into a more seamless interaction with us. FreightTracker provide that for our customers and ourselves."

Real-time updates:

Integrated GPS navigation and milestone notifications keep all parties informed, streamlining communication and operations.

What also stood out was FreightTracker's commitment to continuous improvement and alignment with BCQ's evolving needs. "FreightTracker is almost constantly evolving to enhance their product, which gives us confidence in their commitment to our success" adds Tom. The platform's flexibility, paired with the FreightTracker teams' ability to adapt, allows the system to be customised to the needs of the user.

Efficiency Gains and Cost Reductions

By implementing FreightTracker, BCQ's operations experienced an immediate difference with real and measurable improvements:



Boosted cost recovery

The system made detailed tracking of ancillary charges easy, ensuring accurate billing and reducing credit disputes.



Reduced administrative overhead

"We run the business with 20% less admin than we used to prior to FreightTracker" explained Tom, freeing up resources to focus on what matters most.



Improved customer satisfaction

Real-time updates, and faster responses to operational changes benefited clients and boosted satisfaction.



Demurrage mitigation

Automated waiting time calculations and proactive conditional notifications allowed BCQ to stay on top of detention fees and minimise costs.



Faster invoicing

Billing processes that once took three hours now only take one, driven by intuitive templates and automated workflows. As Tom humorously puts it, there are "sweet FA credit requests for our invoices."



Supporting scalability

The platform's modular design and cross-system integration capabilities have made it possible to grow with BCQ's expanding operations.



Flexible pricing model

With the container transport industry being extremely volatile and inconsistent, FreightTracker's pricing adapts (up or down) depending on your market volume and demand to ensure you're priced fairly.

FreightTracker has been a game-changer for BCQ Logistics, helping them overcome operational inefficiencies and bringing all functions into alignment. By adopting a platform with a comprehensive feature set and dedication to continuous improvement, BCQ has been empowered to focus on growth, streamlining operations, and delivering exceptional service to customers.



“FreightTracker has been a great benefit to our business, allowing us to adapt quickly and get information to our clients when they need it. It’s a ticket to the game now,” Tom summarised.

Simplify your wharf cartage processes and achieve operational efficiency with Australia’s leading Transport Management System.

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