Case Study

“PCS has absolutely been **rock solid** with the whole growth that we’ve experienced.”

– **Roy Ashley**, Director of Safety & Compliance

East Coast Logistics is a Savannah-based carrier focused primarily on intermodal transportation, with warehousing and city delivery operations. As its fleet grew and the company expanded into additional markets, its small office team needed to manage more shipments, customer requirements, and driver records.

We spoke with Roy Ashley, Director of Safety and Compliance, about how the company expanded its use of PCS to keep pace. Ashley shared how working with the PCS training team helped East Coast Logistics automate shipment data exchange for a national account, improve its weekly shipment completion score to 96% and give local offices better visibility into upcoming driver qualification expirations.

A growing operation with a small office team

For East Coast Logistics, growth brought more shipments, more drivers, and more information to manage across locations. When Roy Ashley joined the Savannah-based carrier, the company had about 15 drivers. By August 2026, its fleet had more than tripled with 63 drivers, and the company was preparing to open additional locations.

To help its small administrative team keep up, East Coast Logistics began using more of the capabilities already available in PCS.

The challenge: keeping up with customer demand

East Coast Logistics had used PCS for years, primarily for dispatch and billing. But many processes still relied on paper and manual work.

One national account at the company’s Baltimore facility made the need for faster processing especially clear:

ACCOUNT REQUIREMENT	BEFORE EDI AUTOMATION
Shipment volume	180–220 shipments per week
Tender processing	A week to a week and a half to process one week’s delivery tenders
Weekly shipment completion score	Typically in the high 70s to low 80s

The national account issued a weekly score based on the percentage of its shipments East Coast Logistics completed within the required timeframe. With a week’s shipment requests taking up to a week and a half to process, East Coast Logistics needed a faster way to keep up.

East Coast Logistics, Inc.

Fast facts: East Coast Logistics

Headquarters: Savannah, Georgia

Operations: Primarily intermodal transportation, plus warehousing and city delivery

Fleet: Over 60 owner-operator drivers

Capabilities used: EDI, compliance reporting, maintenance records, and mobile driver communication

Results at a glance

- ✓ **96% weekly shipment completion score** on a national account, up from the high 70s/low 80s
- ✓ **Faster tender processing** for an account sending 180–220 shipments per week.
- ✓ **Reports identifying expirations** coming up in the next 30–45 days, helping local offices follow up with drivers.
- ✓ **Support for fleet growth** from approximately 15 to 63 drivers during Ashley’s tenure.

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The solution: EDI built around the customer's requirements

Ashley worked with the PCS training team to set up electronic data interchange (EDI), allowing East Coast Logistics to exchange shipment information electronically with the national account served by its Baltimore facility. That account required shipment information East Coast Logistics had not previously tracked, so Ashley and the PCS team worked together to:

1. Incorporate the customer's tracking requirements into the EDI workflow.
2. Configure the functionality to process its delivery tenders.
3. Train employees to use the capabilities across locations.

The setup required detailed work. Once it was complete, Ashley said the team could process the customer's tenders much faster.

> "Once everything got put together, I mean, it was honestly **quite a piece of cake.**"
>
> – **Roy Ashley**,
> Director of Safety & Compliance
> *East Coast Logistics*

The results: a weekly completion score of 96%

Within approximately three to four months of implementing the EDI workflow, the Baltimore account's weekly shipment completion score reached 96%, according to Ashley.

METRIC	BEFORE	AFTER
Weekly shipment completion score on the Baltimore account	High 70s/low 80s	**96%**



The customer recognized the improvement during an operational call. For East Coast Logistics, the progress strengthened its performance and its relationship with the account.

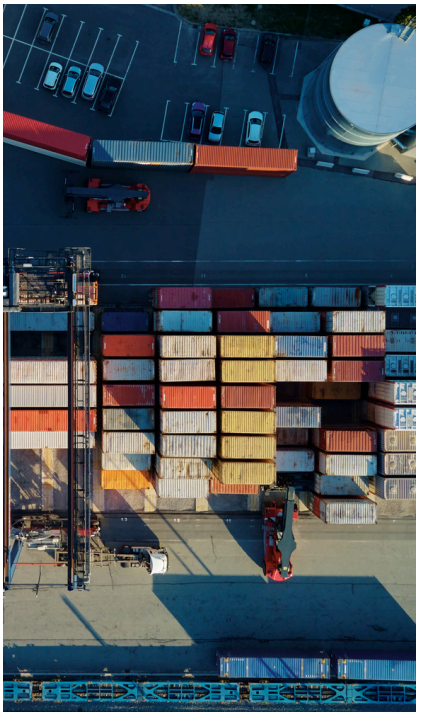
"Those are strong numbers," Ashley said. He described the improvement as having *"quite a significant impact to our business as far as trust and engagement with the customer."*

Better visibility into compliance across offices

East Coast Logistics operates with owner operators, each with different qualification and equipment expiration dates. Ashley needed a reliable way to track those dates and share the information with local teams.

Working with PCS, he developed reports identifying expirations coming up in the next 30–45 days, including:

- Driver's licenses and medical cards
- Vehicle registrations
- Annual inspections



Ashley shares the reports with team leaders, dispatchers and planners so each office can follow up directly with its drivers.

East Coast Logistics also uses PCS to organize monthly maintenance records and export them for transportation safety investigators to review. Keeping those records in one system makes it easier for Ashley and his team to retrieve and share the information when requested.

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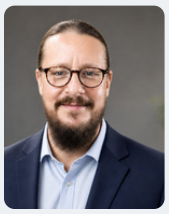
Case Study

Getting more from PCS as East Coast Logistics grows

East Coast Logistics already relied on PCS for dispatch and billing. By working with the PCS training team to use more of the platform, Ashley helped address specific operational needs: processing a national account's shipment requests faster and sharing upcoming qualification expirations with local offices.

The clearest result came in Baltimore, where the national account's weekly shipment completion score rose from the high 70s to low 80s to 96%. Alongside better access to driver and maintenance records, that improvement shows how East Coast Logistics is using PCS to keep pace with a growing operation.

> PCS has been a very, very **strong ingredient to our success."**

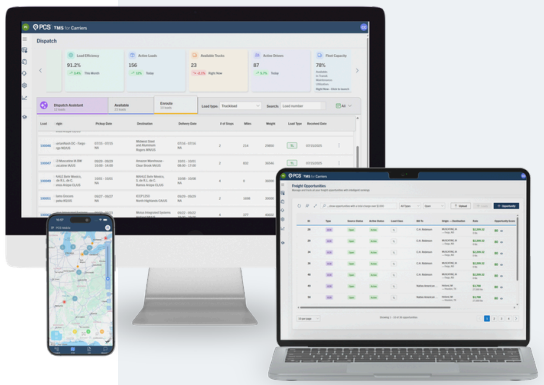


East Coast Logistics, Inc.

ROY ASHLEY
DIRECTOR OF SAFETY & COMPLIANCE
EAST COAST LOGISTICS

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