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HIGHER PERFORMANCE IN TRANSPORTATION & LOGISTICS

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GETTING IT DONE whatever it takes

Exceptional customer service and turn-key solutions are key for Bengal Transportation®

When Shane Tubre began working in the small business called Bengal Transportation 18 years ago, he started with one truck operating out of his parents' old barn. Today, the company boasts one of the most modern specialized fleet of trucks and trailers in the South, serving the continental United States.

Over the past several years, the company has also added two other companies to the mix, Bengal Crane & Rigging and Bengal Logistics. Though the three groups operate separately, they can often combine resources to address many

projects. This helps Bengal provide clients with a turn-key solution on assignments that require hauling and rigging as well as extended project management.

Bengal Transportation began its operations moving mobile homes and it continues to move oversized loads, though they are much bigger and more complex projects these days. Presently, the company's fleet consists of lowboy trailers which have up to 100-ton hauling capacity and extensions up to 90 feet; steerable transporters with up to 60-ton capacity; and extendable step deck trailers which support up to 70-ton capacity. The fleet also consists of many

specialized trailers, including hydraulic platform trailers with up to 16 lines, dual lane trailers capable of hauling loads 20' wide and perimeter trailers capable of hauling loads that require a much lower transport height.

These vehicles enable Bengal Transportation to move heavy and oversized hauls as diverse as transporting a single drop extendable with a 120,000 pound heat exchanger to a refinery tower, or a 190-foot tower from Tennessee that required an entire week to move.

Bengal Transportation has always followed a path defined by this statement from Torey Tubre, vice president of sales

at Bengal: "When others are figuring out how to do it, we're getting it done – whatever it takes." Putting this phrase into action is how the company defines and distinguishes itself from its competitors. Customer service remains a company hallmark.

According to Ben Fromenthal, director of marketing for the Bengal Companies, each of the groups is dedicated to finding how to assist customers with their hauls in the safest, most efficient and cost-effective manner.

Fromenthal believes one of the key differentiators between Bengal and its competitors is that Bengal companies provide real turn-key solutions to clients, which is especially critical when a client's need calls for resources from more than one of Bengal's business units.

"We might initially get a call from the transportation side of the business," explained Fromenthal. "But after assessing and defining the project scope, our transportation team might conclude that the customer needs crane and rigging services in addition to transportation services," he said.

"The mere fact that we are all within one larger company gives us the added advantage of being able to communicate and work together more quickly, directly and efficiently," he added. "This not only streamlines timing and costs, but it provides the best of both worlds to our customer, who doesn't have to worry about the hassle of finding separate transportation and crane and rigging companies," he said.

The past several years in particular have seen major milestones and growth for the Bengal companies. One of those milestones was the hiring of John Austin as operations manager in 2009. With a deep understanding of the heavy-haul business and strong leadership skills, Austin was promoted to president of all three divisions after only three months.

As with any company that faces a significant growth spurt in a short amount of time, there were some growing pains that came along with the increase in customers and revenue. They couldn't keep up with demand as it grew, due largely to a need for more equipment and a more capable logistics

software system that could enable Bengal Transportation to extend its local service all over the U.S.

Under Austin's leadership, Bengal Crane & Rigging and Bengal Transportation began the practice of annually adding to its fleet of cranes and trucks in addition to regularly updating older equipment.

Additionally, changes were made to the corporate culture. Bengal had long operated with a "mom and pop" mentality, without having processes in place that fit the growing size of the company.

Finding the right partners to help them exceed customer expectations became a key factor in the company's success. Bengal Transportation uses TMWSuite® software and has been a TMW Systems customer since 2003.

According to Bengal Transportations' permit manager, Jake Minner, "TMWSuite is one of the best tools our company has." What Minner likes especially about TMWSuite is that it saves time and streamlines processes from estimating to invoicing. "Our financial department is able to see all of the data I have entered on the dispatch screen and is able to generate an invoice from that data upon completion of a project," he said.

In addition to storing VIN numbers and trailer information, TMWSuite also allows Minner and his dispatch team to track live loads on all of the trucks, as it links directly with GPS data from their vehicle tracking systems. These features and many more, enable the team to use operational data for future quotes as well as accessorial details. Access to that information contributes to efficiencies in future projects.

As Minner will attest, Bengal's success with TMWSuite comes back to being able to apply outstanding service and solutions to match customer needs. The motto at Bengal Transportation is: 'Moving America one load at a time.' The company is on a trajectory to continue doing just that – many, many, many times over. ■

