



Best Practices

CONFIDENTIAL AND SUBJECT TO NON-DISCLOSURE



MOVE MORE
WITH LESS



OPENDOCK™
Carrier Adoption



Carrier Adoption – How do I get my carriers to use this?

Opendock has 125,000 registered schedulers, and ranges across carriers, brokers and shippers. Our high adoption rate comes from the simplicity of the scheduling process. We have found that carriers would rather not call or email to schedule an appointment, and find the 60-sec process of booking an appointment easier (and it's free for them!)

Initial Communication Process:

- The first step should be a mass email to customers and carriers about scheduling change
 - Opendock overview that includes the benefits for both the carrier and warehouse
 - Instructions on how to register and schedule
 - Instructions on rules/requirements (example: “We will not be accepting any other method to schedule unless of an emergency”)
 - Instructions on how to reschedule and cancel (including policies like 24-hour notice etc.)



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Communication Process cont.

It's easy for one email announcement to get lost in an inbox.

We recommend creating an **email cadence** over the course of a couple of weeks to remind carriers of new scheduling method and the go-live date. Here is an example of a two-week rollout:

- Monday June 3rd: Initial Email Announcement
- Thursday June 6th: Email Reminder #2
- Tuesday June 11th: Email Reminder #3
- Friday June 14th: Last Email Reminder
- Monday June 17th: Go-Live (no more calls/emails to schedule, if they do, direct to Opendock)



Company Website Scheduling Instructions

Add Opendock scheduling instructions to company website. Real example:



***Feel free to add more detailed instructions which could include a step-by-step process of how to schedule**



Additional Best Practices

Email Signature

Add Opendock info to email signature

Example: "Need to schedule a delivery appointment, login to [Opendock](#) . If new to Opendock, register [here](#).

Scheduling Instructions at Front Desk

Post the scheduling instructions at the receiving desk where drivers can see as they check in and out

What can my warehouse team do to hold carriers accountable?



STRICT GUIDELINES

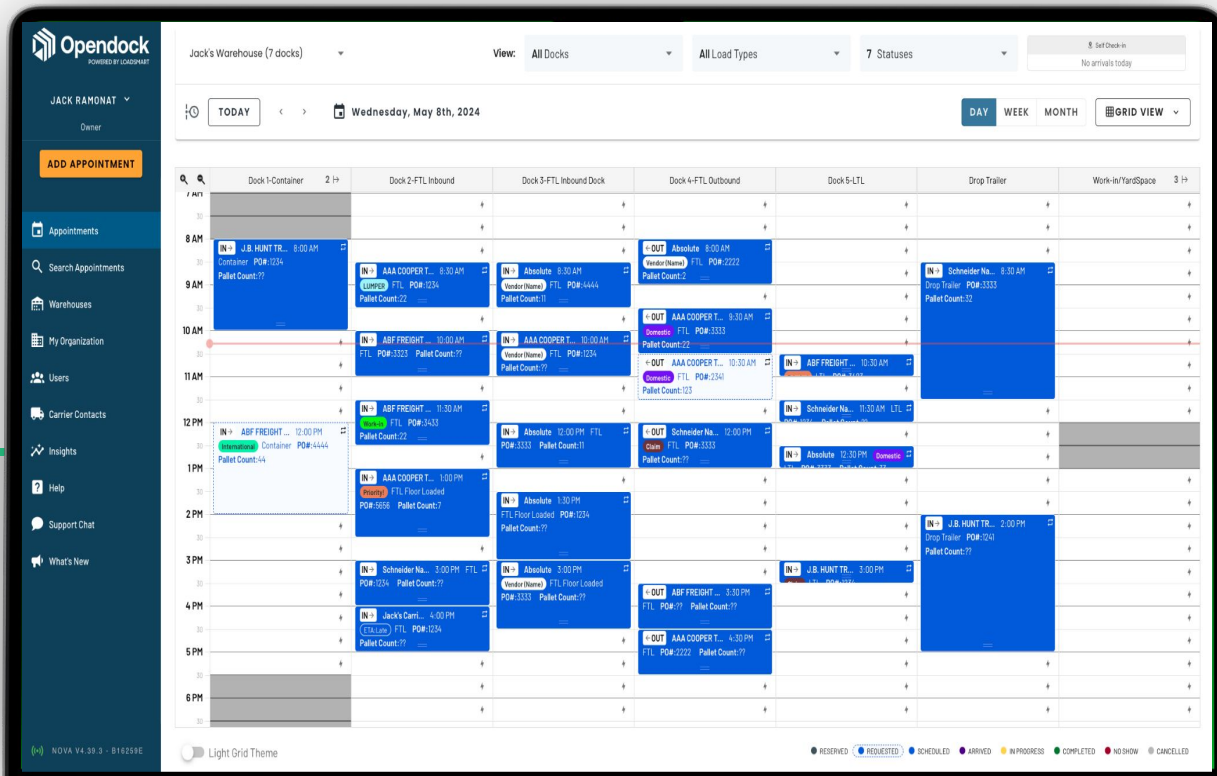
Carriers MUST schedule through Opendock. When they call or email, direct them to Opendock every time

Utilize appointment tags

Create custom tags within Opendock to keep track of bad actors (example: Dan the driver who decided to call and didn't want to schedule through Opendock)

Capture data insights

Track carrier performance with real time data on no shows, reschedule lead time and more (use this information to your advantage!)





THANK YOU
