

# 7 KEYS TO SUCCESSFUL OIL & GAS TRANSPORTATION

The Oil & Gas industry is complex, fast-paced and brings strict demands when managing freight transportation. Every minute counts, and reliability and quality service is crucial to successful transportation management. eShipping has managed customers in the Oil & Gas industry for nearly a decade, and along the way we've discovered seven keys to successful transportation management within this complex, demanding industry.



## **1** Strong carrier relationships and pre-procurement saves money.

Because the oil and gas industry operates at such high volume, at a fast pace across many functions, and has specific requirements for hauling freight, many times carriers will charge oil and gas customers higher rates than they would those in other industries. Customers should expect their transportation partner to develop and nurture strategic relationships with carriers and negotiate pricing in advance. Additionally, eShipping communicates carefully with carriers when booking shipments in order to avoid unnecessary upcharges.

## **2** Compliant Hot Shot carriers are hard to find.

Most Hot Shot carriers are small businesses, sometimes individually owned and operated, often without proper operating authority, tags, wet kits and/or other necessary prerequisites for hauling freight. This opens shippers up to significant risks. However, because of the time-sensitive nature of the oil and gas industry, Hot Shot carriers are an essential part of the transportation process. eShipping not only works to build solid relationships with Hot Shot carriers, but also offers guidance and payment assistance so that quality carriers may obtain the necessary credentials and supplies to operate safely, mitigating risk for both the carrier and our oil and gas customers.

### **3 Tracking special shipments is an art.**

Oftentimes, it can be a challenge to obtain tracking information, and at times tracking information can be incomplete or inaccurate. This is not only frustrating for shippers, but can cause delays and unnecessary costs for oil and gas shippers. eShipping has learned that by asking the right questions, along with using unconventional methods (ie. mobile phone tracking, etc), we are able to more accurately track special freight in real-time and ensure delivery times and conditions are met.

### **4 A little technology can make all the difference.**

Most Truckload carriers do not utilize technology in their business, have little to no standard processes in place and fail to stay as organized as they should. eShipping has learned that by offering our expertise and technology to quality Hot Shot carriers we can equip them with the GPS tracking, documentation imaging, reporting and analysis tools, improved processes, operating efficiencies, and elevated service standards needed in order to be a reliable and valuable Hot Shot carrier for our customers.

### **5 Don't put all your eggs in one basket.**

Oftentimes, oil and gas customers will select a Truckload carrier whom they feel they trust and will award them with a significant portion of their business. In return, the carrier focuses their business predominately on the single customer. This relationship opens the shipper up to significant risk and liability. As the customer becomes responsible for the primary portion of the carrier's business, they also become a liable party for the actions of the carrier in moving their freight. As situations change and challenges arise, such as decreased demand, smaller carriers may not be willing or able to continue servicing a customer's business, and shippers can be left scrambling to find a new carrier with the same capabilities and reliability (which means time and money lost). eShipping believes in balancing the distribution of freight by building strong, strategic partnerships with multiple carriers in order to mitigate these risks without sacrificing service quality.

### **6 Communication is key.**

Oil and gas customers have multiple locations, each scheduling several shipments every day. Each location and each member of the organization has different goals and priorities in shipping their freight. While some focus on safety, service then price, others focus on service alone with price as an afterthought and little-to-no regard for safety. With so many players and priorities, it's easy for chaos to ensue and issues to arise. It is critical to implement a communication strategy that reaches every level of the organization. Standards and best practices can be put in place, expectations clearly represented and documentation monitored to ensure consistency and open communication. eShipping has developed efficient methods for helping oil and gas customers streamline communication, eliminating confusion among teams and helping control unauthorized purchasing.

### **7 Relationships matter.**

Hot Shot carriers will themselves say that they prefer to avoid working with 3PLs and transportation management companies. This is why it is so important to build strong mutually beneficial relationships with reliable carriers. eShipping has worked hard to build relationships with these types of carriers, gaining their trust. Our Hot Shot partners admit to avoiding working with any other transportation management company other than eShipping because of the valuable relationships we've built. ■

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