CASE STUDY

McLeod Software Uses Bandwidth Communications API Platform to Enable SMS Communications

LoadMaster® Enterprise Dispatch Software solution allows users to send and receive text messages straight from their phones.

McLeod Software's LoadMaster is the most advanced enterprise-wide software solution available for asset-based trucking companies. LoadMaster offers a fully integrated dispatch operations management system and a complete native accounting software solution, all in one package from one company.

Situation: Leading Software Platform Wants More for its Users

LoadMaster sets the industry benchmark for ease of use and flexibility; it is used by over 600 asset-based trucking companies in North America, and over 28,000 professionals at those 600+ trucking companies use LoadMaster every day. McLeod's customers needed an easy way to communicate with their drivers, many of whom do not own smartphones. The drivers were already communicating via text messaging, but the messages were not being captured within the software platform.

To integrate these text conversations within the platform, McLeod required a simple set of APIs and SDKs that would automate everything. Since McLeod's customers install the LoadMaster software on-premise within their organizations, the company also needed a solution that would work within each of its customers' environments, without fail.

Solution: Custom API Integration and Mobile SDKs

The McLeod team determined that Bandwidth's communications API was the best choice for the company's on-premise installation requirements and to send and receive text messages to its mobile users. Bandwidth developers worked closely with the McLeod team to create the texting functionality they needed, including some complex and custom event-ordering requirements.

Since Bandwidth has both a robust API platform and also commands and controls its own carrier network, it was able to give McLeod both the low pricing it desired and the ease-of-use of a cloud communications API platform.

McLeod Software

LoadMaster® Powered by McLeod Software



" When we started working with Bandwidth, our developers had a basic prototype in only a few days. The intense, positive collaboration between Bandwidth's developers and our team made for a smooth and easy integration."

ROBERT BROTHERS
MANAGER OF PRODUCT DEVELOPMENT, MCLEOD SOFTWARE

Results: New Feature Set, More Options for Users

The new texting functionality frees McLeod customers from having to manually coordinate all of the text messages among various parties and reduces the likelihood of errors. It also allows for fast, easy and accurate communication with drivers to provide clear and concise information about their load assignments.

Like other LoadMaster features, texting is now fully baked into the software, meaning that every communication event continues to be captured and can be reported on at the touch of a button. That kind of accessibility is critical when companies are managing their customers' delivery expectations—and things like traffic conditions, accidents and unexpected closures create constant barriers to success.

"Our customers wanted the ability to communicate via text messaging and Bandwidth's APIs and SDKs made it easy for us to implement that core functionality into our software directly. All communications between drivers and dispatch are automatically captured right within the software, which now includes functionality to send text messages with a few clicks of a mouse," said Robert Brothers, Manager of Product Development for McLeod Software.

ABOUT BANDWIDTH

Bandwidth helps companies of all sizes to create innovative communications solutions. Offering voice and text for on-demand service apps, a seamless multi-screen experience for large enterprises, and a category disrupting WiFi-first mobile phone service, Bandwidth's solutions are shaping the future of how we connect. At the core of Bandwidth's offering is a platform that allows companies to launch and scale next generation applications using the nation's largest VoIP network, without the telecom headaches. This communications platform as a service (CPaaS) includes a wide range of solutions anchored around phone number provisioning, voice calling, messaging and emergency services, all built on Bandwidth's carrier-grade network.