

FROM STRUGGLE TO SUCCESS.

How AI Drove **150%**
Profit Growth for a Local
Trucking Company.

THE STRUGGLE

A mid-sized trucking company faced significant obstacles in achieving its growth ambitions.

Amid fierce competition and rising operational costs, the company struggled to maintain profitability and sought innovative solutions to overcome key challenges in:



Operational Inefficiencies: Manual entry of PDF rate cards into three separate systems, as well as inefficient truck routing and load management hampered productivity.



Time-Consuming Processes: Two full-time employees were dedicated to repetitive data entry tasks weekly, diverting resources from higher-value activities.



Lack of Data Strategy: The absence of a structured database or data strategy limited opportunities to leverage insights for better decision-making.



Margin Pressures: Persistent waste and unoptimized processes constrained profit margins, making it difficult to scale effectively.

“

To be honest, we knew we had operational inefficiencies, but we were stuck in a cycle of survival, instead of thriving, which is why we turned to AI.



DURRAN FELTON
President/Owner at
DLF Logistics, LLC

“

The lack of streamlined systems made running our day-to-day operations a challenge, leaving little time for us to think about business growth.



astraintelligence.ai

A S T R A
INTELLIGENCE

THE SOLUTION.

By implementing integrated AI solutions, machine learning, and automation, the mid-sized trucking company successfully transformed its operations, driving performance, profitability, and smarter decision-making. Key solutions included:

Modern Data Architecture

- Created a centralized, structured database for historical route and load data.
- Enabling real-time access and future AI-driven predictive modeling.

AI-Process Automation

- Developed models to predict load profitability, allowing for data-backed decisions to optimize revenue.
- Implemented ML for route optimization, to reduce fuel consumption and enhance delivery efficiency.
- Designed models to minimize empty miles by effectively planning back-hauls and improving resource utilization.

AI transformed the trucking company's business processes, enabling faster, smarter decisions that drove efficiency, profitability, and long-term growth. Key results included:

Improved Operational Efficiency: Automated PDF data extraction and AI-driven software integration eliminated repetitive manual tasks, saving 75 hours of labor weekly, streamlining workflows, and boosting efficiency across operations.

Increased Profitability: Achieved a 150% margin improvement, raising profit margins, while growing net income by 40% YOY through optimized routing, load profitability, and back-haul planning.

Significant Cost Savings: Eliminated redundant tasks, realizing an opportunity savings of over \$100,000 annually, and reduced fueling costs by optimizing routes and loads.

Enhanced Decision-Making: AI-powered predictive modeling provided actionable insights, improving customer selection, load profitability, route optimization, and back-haul planning while reducing empty miles.

Risk Mitigation and Scalability: Minimized financial and operational risks by optimizing processes and improving decision accuracy, paving the way for scalable growth without operational strain.

AI-Process Automation

- Deployed AI algorithms to automatically extract and validate data from PDF rate cards.
- Eliminated redundant manual data entry Seamlessly integrated data across three systems.

“

AI automation saved us 75 hours per week, allowing our employees to re-focus on more value-add task. For us, it's not just about saving time; it's about reallocating time and resources to bigger opportunities.

DURRAN FELTON

President/Owner at DLF Logistics, LLC

“

The future of our company looks brighter than it has in a very long time. AI has not just streamlined our operations—it's created a new era of possibility for us.

150%

Margin
Improvement
in 6 Months

75 hours

Manual
Labor Saved
Per Week

40%

Increased
Net Income
in 6 Months

\$100K

Opportunity
Savings

Optimized

Routes,
Loads and
Back-hauls

Decision

Making Enhanced
With Actionable
Insights

ASTRA
INTELLIGENCE