

Gold Star Logistics Goes From Manual to Modern with Transfix FMS

Transfix FMS helped Gold Star Logistics save time, reduce costs, and optimize carrier coverage by streamlining tender management, booking instantly loads, and enabling data-driven decisions.

THE CHALLENGE

Miami native Tawana Randall built her full-service dispatching agency from the ground up. With diverse experience in hand, she learned on the job, becoming an expert dispatcher and founding Georgia's Gold Star Logistics Group, which currently employs 22 dispatchers. With growth came complexity, and Tawana reached a point where her piecemeal, manual organizational systems were not serving her needs.

She needed a comprehensive fleet management solution that would allow her to efficiently run operations and spend her valuable time growing her business.

"Before I learned about the easier way to do things, I used a lot of trees," she says. "We printed everything, and we didn't have a formula or a system. With trucking, it's important to keep your documents. You just never know when someone's going to come back and need a copy of a BOL or something. So, being a dispatcher, it's very important to be organized."

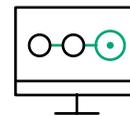
THE SOLUTION

TAWANA LEARNED ABOUT TRANSFIX FMS THROUGH *S.H.E. TRUCKING*. SHE PARTICULARLY LIKED THE FACT THAT TRANSFIX WAS WORKING DIRECTLY WITH CARRIERS TO DEVELOP THEIR SOFTWARE.

"I really, really love the fact that Transfix gets the input from people who are actually using the software in order to make it work," Tawana says. "Sometimes you buy different systems, and you pay \$100 or \$200 a month, and half of them have nothing to do with what you're doing, so it's a waste."

With continual input from carrier partners, Transfix designed its FMS for both independent dispatchers and dispatchers at small to medium-size carriers to *manage fleets, drivers, and loads in one place*. It lets them secure the best loads, centralize operations, and monitor the health of their business — plus it's completely free to carriers. Everyone at Gold Star embraced Transfix FMS immediately.

WHY TRANSFIX FMS



Centralized
Operations



Seamless
Communication



Online File
Management

Tawana loves organizing operations and managing now-seamless communications in one place. No more digging through boxes of paper, no more scrambling to find information on who is doing what and where.

“If a driver calls me and says, ‘Hey, that load I ran three weeks ago, they said they didn’t receive the BOL. Do you have a copy? I can’t find mine,’ I can literally now go to my FMS, find the BOL, and send it to them in an email,” Tawana says. “When I started, it was like, ‘All right, let me flip through these boxes of printed documents to find this one BOL and send it over. We needed a way to stay organized where everything talks to each other and everyone can have access to it, versus me being the only one having access.”

With Transfix FMS, Goldstar saves time, reduces costs, and optimizes carrier coverage. The easy-to-use software removes tedious manual tasks to streamline tender management, instantly book loads, and enable data-driven decisions with real-time insights. Having all her information organized into one tool has changed everything for Tawana and her growing team.

“Being able to have one centralized place where everyone has access, where we can log in and see what’s going on — no matter what dispatcher puts it in, no matter what driver it is, no matter what courier it is — saves us an incredible amount of time. It’s easy, and it lets us enter loads — one or two minutes, we’re in and out — upload documents, and send what we need to send. I’m able to see exactly what all the dispatchers are doing and keep track. If one person has to step out, someone else can literally just log in and pick up where they left off. It’s been very time-saving for us, and it’s helped us grow. I definitely could not dispatch for over 87 drivers without Transfix FMS.”



About Transfix

Transfix is a leading transportation solutions provider whose digital freight platform and logistics software are helping reshape the future of freight. Our mission is to deliver simple, smart, and sustainable solutions for shippers and carriers, powered by the best technology and people. We partner shippers with a national network of trusted carriers and help carriers access the right loads at the right times. We reduce empty miles, provide reliable service, and eliminate waste. Growing your business is our top priority.

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Tawana Randall

Founder of Georgia’s Gold Star Logistics Group

