

User Success Stories

George Van Dyke Trucking, Inc.

For George Van Dyke Trucking, Inc. of Tangent, OR, trucking has always been a family affair. George and Marianne Van Dyke started their business back in 1969 with a single truck. Today the business has grown significantly, as have the family members on staff at the company... including daughter Cheri, and sons Brad and Brian who handle much of the administration for their now 20-truck fleet.

Growth for the Van Dyke Team has come through careful management of resources and savvy decision-making when seeking out the right tools for their business. In the beginning, all dispatching, accounting, and management was handled manually using whiteboards, pencil and paper... George and Marianne diligently oversaw each transaction themselves and developed a reputation for outstanding customer service. As the company began to grow and entered the early days of computers, they commissioned a custom program to handle basic freight billing and some administrative functions. This met their needs for a time, but they soon found that they were outgrowing the static solution and were in need of an enterprise dispatch solution that could grow with them, while maintaining their standards of customer service.

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In early 2002, the family began careful research to determine the best fit for their needs and budget. They looked at solutions of all sizes, including large solutions that just seemed like “overkill”, and bargain solutions that were tempting due to price but just didn’t have the track record. “We are firm believers in the saying, ‘you get what you pay for’,” said Marianne. “We were looking for a solid solution that was the right balance of price and quality.”

The team travelled to the Las Vegas Truck Show that year to view their top contenders in person. Visiting the Prophesy Booth, the group met National Sales Manager, Kevin Pasternack. They viewed the solution firsthand and thoroughly questioned him about the capabilities of the software. Satisfied with what they saw, their search was complete. George Van Dyke Trucking would implement Prophesy Dispatch-Series to handle the operations of their growing business.

Seven years later, the company has grown significantly and is quite happy with the continuing power, fit, and features of the Prophesy solution. Due to the Prophesy “building block” approach, the Van Dykes were able to add additional capabilities as their needs warranted. Over the years they have implemented new additions from Prophesy such as Brokerage Functionality (for their brokerage, Van Dyke Transportation), Document Imaging, SQL Server database, and additional

user licenses to accommodate their growing team.

“The software has helped streamline our process from beginning to end,” said Brad. “And it has helped our volume... we handle more short hauls than the typical trucking company. It was fairly easy to lose track of whether shipments had been billed or paid with our old system. Prophesy helps us ensure that nothing falls between the cracks, and every bit of revenue is accounted for.”

Adding functionality such as Document Imaging has paid dividends for the company as well. “These days we image everything,” said Marianne Van Dyke. “Scanning and storing the documents makes us far more efficient. In the old days, we couldn’t help but cringe a little when we’d get a call asking for a copy of a P.O.D., because it meant 45 minutes of searching through paperwork. Now we just click, and there it is. It is so simple and looks much more professional to our customers.”

The company continues to grow, with plans to add four new tractors this quarter, and upgrading equipment throughout the fleet. “We feel so blessed to be doing as well as we are these days,” said Owner Marianne Van Dyke. “Particularly when the overall economy is struggling.”

When asked how they would rate the level of customer service provided by Prophesy over the years, both Brad and Marianne responded with high marks. “I’d give them a solid A,” said Marianne. “Yes, the training and support teams have been great,” added Brad. “I can always get answers when I need them from support, and the training team has opened our eyes to so many features within the software... the training program at Prophesy is a huge benefit.”

About George Van Dyke Trucking

Today, George Van Dyke Trucking maintains a fleet of 20 tractors hauling flatbeds, curtain vans, dry vans, and low-boy trailers. They haul Pepsi products as well as lumber and building materials throughout the Pacific Northwest United States, covering Oregon, Washington, Idaho, and California. The company is family-owned by George and Marianne Van Dyke. Visit them on the web at www.georgevandyketrucking.com!

For more information about Prophesy’s Total Solution for Trucking, email moreinfo@mile.com or call 800-776-6706.

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