The Transflo® Velocity Solution:

Transflo Velocity, Transflo Mobile+ and Transflo Express

Best Practices Recommendations

For

Soar Transportation Group

The following best practice recommendations have been compiled to facilitate a rapid adoption of the Transflo Velocity Solution among your Carrier community.

# Call Campaign

Communicating with the Carriers in as many forms as possible is the key to a successful launch. Calling carriers is another way of getting the information to the right person, the Account Personnel at the Carrier. Working in conjunction with Soar Transportation Group, Pegasus TransTech will also help facilitate the success of the marketing campaign with a Call Campaign. Soar Transportation Group will provide a Carrier Directory for any carrier used in the last 30-45 days that includes the following:

* MC Number
* Carrier Name
* Contact Name
* Carrier Address, with City, State and Zip Code
* Carrier Phone
* Carrier Email
* Number of loads in the past 90 days
* If Carrier is paid by check
* If Carrier uses a factoring company

This list will be used to cross reference with existing Velocity Carriers for faster adoption of the launch. Pegasus TransTech will also use this information to call target Soar Transportation Group Carriers, informing them of the new Velocity program and the cost savings to them.

# Email Signature

Insert the below sample verbiage on all out going emails to a carrier.

Send invoices and paperwork with Transflo Velocity, Transflo Mobile+ or Transflo Express so you can GET PAID FASTER. To get started, stop at a truck stop to scan or go to [www.transflovelocity.com](http://www.transflovelocity.com) or your smart phone store and download the app. Use our ID of SORBV.

# Rate Confirmation Sheet

Insert the below sample verbiage on the rate confirmation sheet that directs the carrier to the use of the Transflo Velocity Solution to deliver their trip documents.

Send invoices and paperwork with Transflo Velocity, Transflo Mobile+ or Transflo Express so you can GET PAID FASTER. To get started, stop at a truck stop to scan or go to [www.transflovelocity.com](http://www.transflovelocity.com) or your smart phone store and download the app. Use our ID of SORBV.

# Automated Email Reply Notice

Many Brokers have an automated reply for any paperwork that is sent in via email. Broker’s should modify this reply to promote the Transflo Velocity Solution as the new preferred method. Insert the below sample verbiage on all out going emails to a carrier.

Thank you for sending in your load paperwork. We now prefer you to send invoices and paperwork using Transflo Velocity, Transflo Mobile+ or Transflo Express so you can GET PAID FASTER. To get started, stop at any truck stop or go to [www.transflovelocity.com](http://www.transflovelocity.com) or your smart phone store and download the app. Use our ID of SORBV.

# Contract Terminology Addition

The use of electronic scanning will be stipulated in initial contracts with Carriers. The suggested copy below is a framework that should be tailored by Soar Transportation Group‘s legal professionals.

Document Delivery

Carrier acknowledges that all trip paperwork relating to Soar Transportation Group‘s loads will be delivered to Soar Transportation Group electronically using a Transflo® Scanning Product, including Velocity, Mobile+ and Express. Use our ID of SORBV.

# New Carrier Package

Insert an additional page regarding your new preferred delivery method.

Soar Transportation Group

Preferred Document Delivery Methods

So Carriers GET PAID FASTER.

Soar Transportation Group prefers that you submit your invoice and load paperwork using Transflo Velocity, Transflo Mobile+ or Transflo Express. These services allow you to get your paperwork to us in a matter of minutes instead of days so you GET PAID FASTER.

Benefits to You

* Get paid faster – no more waiting for the mail to deliver the documents
* Free to download and free to use!
* Total control of your documents because you keep your original paperwork.
* Ability to confirm that your invoices arrived for processing with the confirmation number provided.
* Eliminates the need to make copies before sending your documents

Individual Owner Operators

Don’t wait until you get home to send us your documents, obtain our Cover Sheet to use Transflo Express. Stop at any Pilot Flying J, TA or Love’s Travel Center, hand your paperwork to the cashier with the Cover Sheet and receive your confirmation receipt. It is that easy!

Have a laptop and scanner in your cab or a smartphone? Then go to [www.transflovelocity.com](http://www.transflovelocity.com) or your smart phone store to download the app. Use our ID of SORBV.

Carriers

When your Drivers return the paperwork, utilize Transflo Velocity to submit your invoice to us in minutes. Click HERE to download or go to [www.transflovelocity.com](http://www.transflovelocity.com). Use our ID of SORBV.

# Settlement Statements/ACH Remittance Notice

Placing an insert with invoice payment is a very efficient way to communicate the pending change to TRANSFLO Express, TRANSFLO $Velocity and TRANSFLO Mobile+, as well as reinforcement of the new process after launch. The below sample insert should be included in settlements immediately and continuing 4 weeks into the full launch of the new program.

Important Notice

Effective immediately, Soar Transportation Group’s preferred delivery method for all invoices and paperwork is through Transflo Velocity, Transflo Mobile+ or Transflo Express. These services are free to use and allow you to GET PAID FASTER.

Don’t wait until you get home to send us your documents, obtain our Cover Sheet to use Transflo Express. Stop at any Pilot Flying J, TA or Love’s Travel Center, hand your paperwork to the cashier with the Cover Sheet and receive your confirmation receipt. It is that easy!

Scan from your laptop or office with Transflo Velocity or use your smart phone with Transflo Mobile+. Go to [www.transflovelocity.com](http://www.transflovelocity.com) or your smart phone store to download the app. Use our ID of SORBV. If you need additional assistance, please contact Transflo Scanning Customer Support at 866-503-5707.

# On Hold Message

On hold messages are a great way to communicate the transition to the Transflo Velocity Solution. The following sample copy should be used on phone lines that are dedicated to Carrier calls:

Transflo Velocity, Transflo Mobile+ and Transflo Express are the preferred and free methods for Carriers to submit invoices and paperwork to GET PAID FASTER. Go to [www.transflovelocity.com](http://www.transflovelocity.com) today for more information and use our ID of SORBV.

# Web Site

Placing all the information related to load paperwork on your company web site is a good way to reduce the amount of questions that might otherwise arise. Making that information easy to find is also paramount to successful communication. This information should include instructions on Soar Transportation Group’s process and using the Transflo Velocity Solution as well as a direct link to download the application.

Soar Transportation Group Introduces

Faster Ways for Carriers to Get Paid

Soar Transportation Group prefers that you submit your invoice and load paperwork using Transflo Velocity, Transflo Mobile+ or Transflo Express. These services allow you to get your paperwork to us in a matter of minutes instead of days so you GET PAID FASTER.

Benefits to You

* Get paid faster – no more waiting for the mail to deliver the documents
* Free to download and free to use!
* Total control of your documents because you keep your original paperwork.
* Ability to confirm that your invoices arrived for processing with the confirmation number provided.
* Eliminates the need to make copies before sending your documents

Individual Owner Operators

Don’t wait until you get home to send us your documents, obtain our Cover Sheet to use Transflo Express. Stop at any Pilot Flying J, TA or Love’s Travel Center, hand your paperwork to the cashier with the Cover Sheet and receive your confirmation receipt. It is that easy!

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Carriers

When your Drivers return the paperwork, utilize Transflo Velocity to submit your invoice to us in minutes. Click HERE to download or go to [www.transflovelocity.com](http://www.transflovelocity.com). Use our ID of SORBV.

# Email Campaign

Sending an email to all carrier contacts helps get the message out. The sample email should be sent prior to the Call Campaign to improve the Carrier’s responsiveness to Pegasus TransTech’s calls.

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# Social Media

Pegasus TransTech will work with Soar Transportation Group to create the social media aspect of the campaign, including Facebook and Twitter.

# Joint Call Campaign

Usually, 20% of your Carriers do 80% of your business, so reaching out to the top carriers is important to the success of adoption. Pegasus TransTech will work with your team to do joint calls to these carriers to ensure they understand the benefits of the TRANSFLO Solutions to them and ensure they adopt this new process.

# Broker Statistic Boards

Adding the Transflo Velocity Logo and Message to appear as a reminder on all of the statistics boards throughout the day is a great way to remind all of the team to talk up the new process.

# Load Board

Putting a banner at the top of your load board with the Transflo Velocity logo and information is a good way to get your message out.

We prefer you to send invoices and paperwork using Transflo Velocity, Transflo Mobile+ or Transflo Express so you can GET PAID FASTER. To get started go to [www.transflovelocity.com](http://www.transflovelocity.com) for more information. Use our ID of SORBV.

# Broker Team, Carrier Relations (Compliance) and Regional Branches

All Employees, especially those that speak with the Carriers on a daily basis, including those Employees in call centers, customer service and dispute resolution, should be well trained on the launch of the Transflo Velocity Solution. Pegasus TransTech can go onsite to help train the staff to help ensure a consistent message if requested. While onsite, we will work with the teams to ensure they understand the benefits of the program to them as well as the company, they can answer questions that may arise from the Carriers, they understand the marketing campaign and launch dates, they will be provided an overview of the client software so that they are fully comfortable with the product and a Frequently Asked Questions for any calls they receive from the Carriers about the new process.

# Newsletters

Newsletters are a great way to communicate the transition to TRANSFLO $Velocity. Since newsletters are generally positive communications, the example below is written in that context and focuses on the general benefits of TRANSFLO $Velocity as opposed to the requirement of its use.

Soar Transportation Group Introduces

Faster Ways for Carriers to Get Paid

Constantly improving processes is one reason why Soar Transportation Group has been such a successful company. That trend continues with the move to Soar Transportation Group’s new preferred method of receiving Carrier paperwork. Starting with the basic objectives to improve the Carrier’s experience, speed cash flow, reduce costs, improve operating efficiency and transition to a more paperless environment, Soar Transportation Group is launching Transflo Velocity, Transflo Mobile+ and Transflo Express for our Carriers. These services make possible same day electronic access to delivery documents to save time, money and provide a better experience for our Preferred Carriers.

Individual Owner Operators

Don’t wait until you get home to send us your documents, obtain our Cover Sheet to use Transflo Express. Stop at any Pilot Flying J, TA or Love’s Travel Center, hand your paperwork to the cashier with the Cover Sheet and receive your confirmation receipt. It is that easy!

Have a laptop and scanner in your cab or a smartphone? Then go to [www.transflovelocity.com](http://www.transflovelocity.com) or your smart phone store to download the app. Use our ID of SORBV.

Transflo Velocity, Mobile+ and Express documents are automatically submitted to us, provide confirmation of transmission to you and you can view the scanned images online for up to 30 days. Original documents will be handled according to each carrier’s policies for drivers. And best of all, these service offerings are FREE to you.

This process improvement will allow us to become more efficient and better serve our carrier partners. Additional information is provided at [www.transflovelocity.com](http://www.transflovelocity.com) or from your Soar Transportation Group Representative.