



Lineage Logistics is one of the leading providers of temperature-controlled warehousing and logistics solutions. With hundreds of cold-storage facilities in the United States, the company carefully manages operations and continuously seeks efficiencies to help customers manage their supply chains and help feed the world. It should come as no surprise that reducing detention times and increasing door turnaround time are two metrics that impact Lineage's business. Just as important, Lineage is known for its service and values-centric interactions with drivers to improve customer satisfaction.

✘ THE PROBLEM

With a global network of hundreds of strategically located facilities and billions of cubic feet in capacity, Lineage's goals are to increase distribution efficiency, advance sustainability, and minimize supply chain waste. As a proud adopter of innovative technology, the company issued an RFP in 2022 to identify a driver payment process partner that could streamline operations and be easily integrated into its U.S. warehouses. Because of Lineage's large footprint, scalability, ease of product use, and full-implementation capabilities were key factors.

Lineage's warehouse teams are a diverse workforce, with team members from many backgrounds and different levels of work experience in cold chain logistics. Lineage has grown by adding a number of legacy cold chain warehouse companies to our network, and our previous payments process wasn't fully integrated or consistent. We needed a more accessible solution that could be integrated into different locations and accounting systems.

NIK ARTON
PROCUREMENT ANALYST



THE CHALLENGES

- ✗ Many warehouses relied on paper checks for payments, making invoicing and cash flow monitoring more challenging
- ✗ Detention times took longer than necessary because of the back and forth required for manual payment authorizations, slowing the amount of deliveries per day
- ✗ Having multiple payment systems made reconciliation more stressful for accounting
- ✗ Some warehouses were wary of adopting new technology, fearing complicated processes

RELAY HELPS LINEAGE DRIVE EFFICIENCY

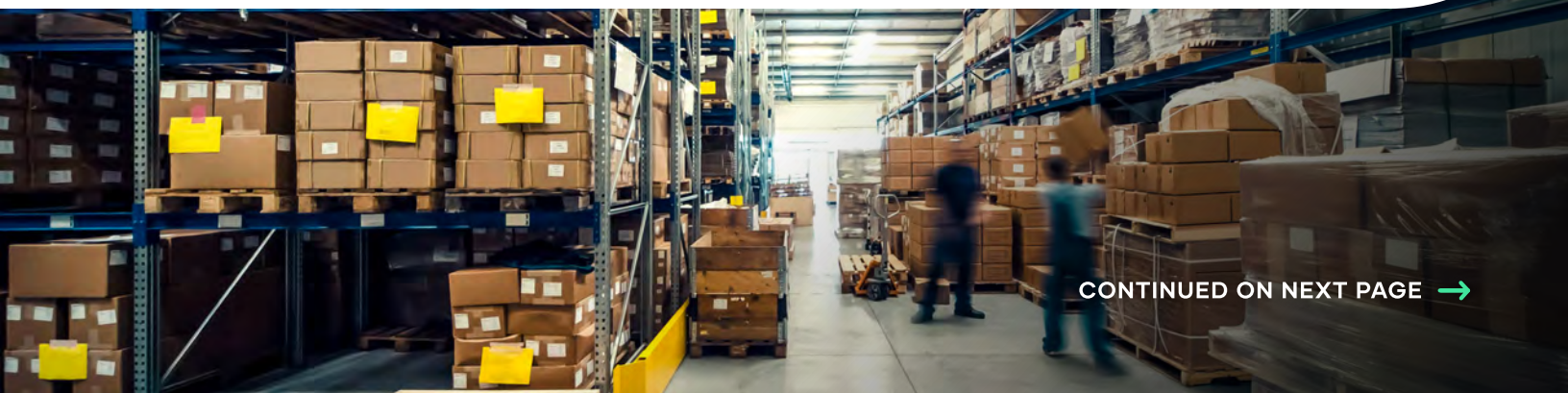
- ✓ Carriers and owner-operators use RelayCodes to digitally pay unloading fees, eliminating the need for paper checks and cumbersome paper trails
- ✓ Detention times decreased, leading to more deliveries per day and increasing efficiency for Lineage's business
- ✓ Accounting teams can more easily track invoices and manage cash flow
- ✓ Because of the product's ease of use and seamless implementation, training and adoption was convenient for warehouse staff in Lineage's nationwide network

The Relay team is extremely receptive to new ideas or changes that are requested by the Lineage team. This partnership enables Lineage to be part of continued evolution of the Relay platform. Ideas and requests from the Lineage team that have transpired to the Relay platform, has proven to be a time saving benefit for the back office team.

KAREN INGHAM
DIRECTOR, ACCOUNTS RECEIVABLE
AND CREDIT & COLLECTIONS

We routinely measure training, product utilization, customer support, and ease of use with our front line teams, and Relay consistently receives high marks for all categories. The implementation process was great, and we've been very pleased with the customer service.

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RESULTS

After nine months of using Relay, Lineage reports a decrease in detention times at warehouses where Relay has been implemented, which increases the amount of deliveries conducted each day. Warehouse teams also experience more positive interactions with drivers, leading to improved customer satisfaction. Relay is now integrated in many of Lineage's cold-storage facilities in the United States.



PARTNERING FOR A FASTER, BETTER FUTURE

With the decrease in detention times and increase in door turnaround time, Lineage has increased efficiency in its operations and resource allocation by switching to Relay. With more than 200 Lineage warehouses now using Relay, the company's accounts receivable department reports more efficient operations with less manual processing to keep track of. Large carriers like J.B. Hunt, Old Dominion Freight Lines, and Schneider – as well as 90,000+ independent fleets – are using Relay for its secure, reliable, and entirely digital payments. Feedback from Lineage's front-line warehouse staff has been overwhelmingly positive:

"Built in pricing is convenient, and we love that we no longer have to get payments authorized. The process is much quicker."

"Relay is very self-explanatory and easy to train team members who are new to it. Their support team has been very responsive to any needs we've had."

"The Relay platform is very user friendly."

"You can pick which item you want from the drop down. You don't have to calculate the amount to charge for pallets, it does it for you. It's also nice we can click on the link and enter the payment info if the driver is having issues."

"The fact that carriers can process the payments themselves through the texted link saves so much time!"