



Customer Success Story: Atlas® Van Lines

Challenges:

Availability & Connectivity
 Reaching a Younger, Tech-Savvy Audience
 High Consumer Expectations
 Asset and Workforce Management
 Hiring More Drivers

Solutions:

Consolidating 13 Sites to a Single CMS Platform (Kentico)
 CMS Training
 Employee Intranet
 Sales and Marketing Private Portal
 Driver Recruitment and Resource Site
 GDPR Implementation

Client Background

Founded in 1948, Atlas Van Lines is the second-largest van line in the United States. Atlas is comprised of a family of companies headquartered in Evansville, Indiana. Atlas provides comprehensive, global transportation services for government, businesses and individual moves. There are over 430 independent Atlas agencies in the U.S. and Canada, as well as authorized partners in 140 countries.

Atlas is a leader in the Transportation and Logistics space and one of the most trusted names in moving. In addition to handling local and long distance residential and commercial moves, they also specialize in the shipment of high-value goods, as well as the coordination of large scale corporate relocations. Their well-equipped fleet provides turnkey solutions across a network of 3PL transportation and storage providers.

More than just a shipping company, Atlas provides white-glove handling and delivery of high-value assets. Online tools for tracking and tracing shipments give you peace of mind every step of the way. In the final miles of your shipment, you can depend on the Atlas network of warehouses and skilled providers for:

- Inventory management, staging and time delivery
- Project management and professional on-site installers
- Time-sensitive retail rollouts and after-hours deliveries



How Atlas Came to Wakefly

In early 2016, Atlas had a major initiative to move all of their web properties (over a dozen) from Sitefinity to Kentico CMS. They had worked with advertising and marketing agencies previously on some web initiatives, but did not have a partner with deep technical expertise.

Atlas considered several vendors during their search. They selected Wakefly for their extensive Kentico CMS experience, which would be a perfect fit for their upcoming web initiatives.

Overview of Services Provided

During the course of our partnership, Atlas has worked on over a dozen projects with Wakefly. This not only includes work on their public-facing websites targeted at commercial and residential customers, but also internal audiences such as drivers, partners and affiliates. No matter what the need, Atlas has relied on Wakefly as a trusted advisor to guide them through the strategic planning and implementation for all of their web projects.

Completed Projects include:

- Multiple website migrations from Sitefinity to Kentico
- eCommerce Sites
- CMS training
- Third-party Integrations and Single Sign On
- Upgrade of 13 websites in a multi-site installation
- Website Redesigns
- GDPR Implementation
- Intranets & Private Portals
- eCommerce

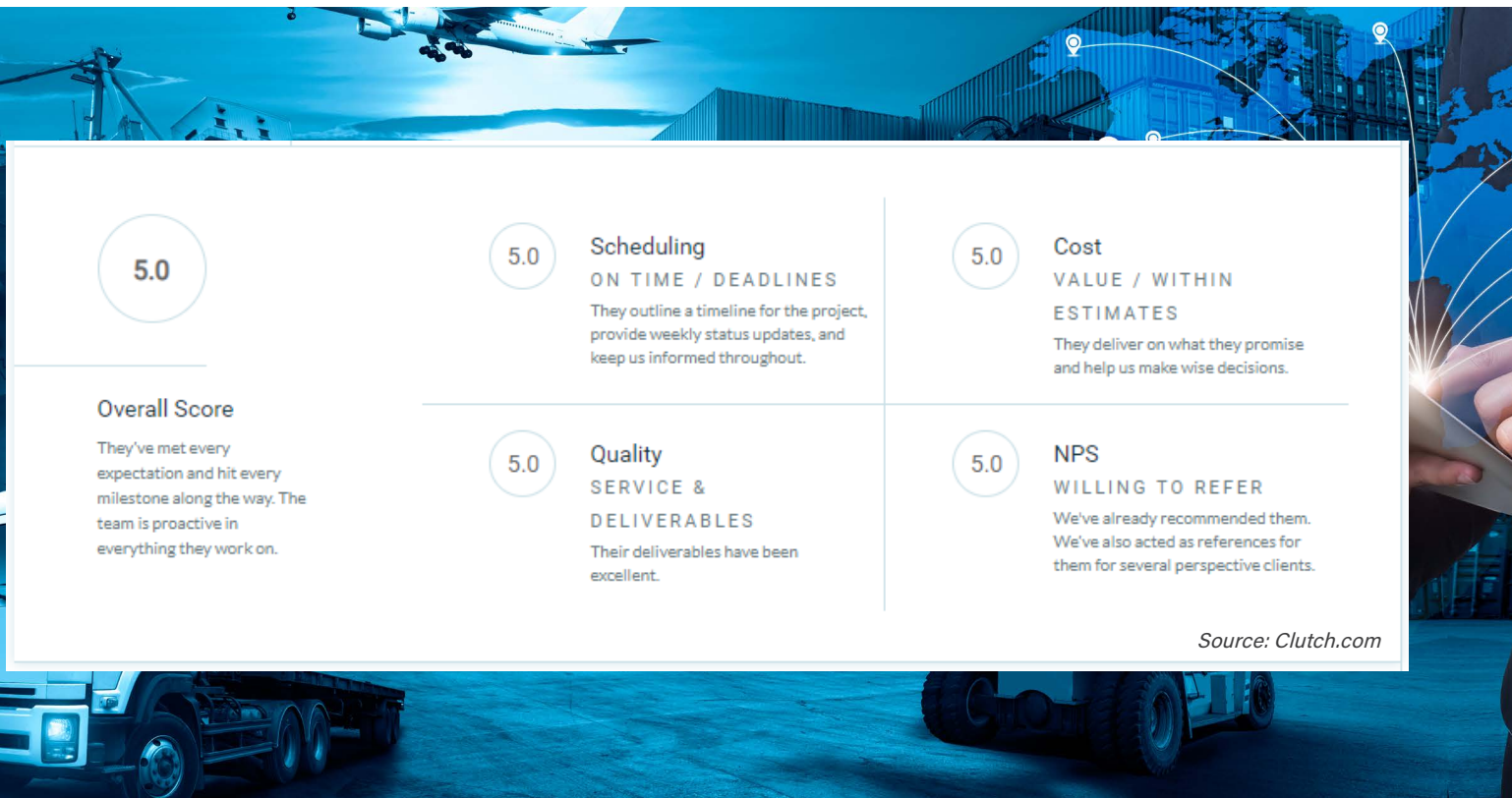
“The designs that Wakefly has provided have exceeded expectations, while the transition between CMS platforms has been managed very smoothly. The team consistently delivers on time and on budget. A flexible approach and an emphasis on availability make the team a reliable long-term partner. We couldn’t ask for a better vendor to help us through all the projects they’ve worked on.”

~ Laura Rush,
Senior Business Analyst
Atlas Van Lines



Benefits of Partnership with Wakefly

In an [interview conducted by Clutch](#), Atlas has rated Wakefly's service a 5 out of 5. The biggest benefit of working with Wakefly is the support and feeling of true partnership. With a large in-house staff, Wakefly has the bandwidth to take on several different projects simultaneously. There is a close working relationship and strong communication that keeps everything moving forward and on schedule. Even when questions come up about work completed by a previous vendor, Wakefly is happy to answer questions and provide guidance.



Director of Corporate Marketing Lauren Crays shared her satisfaction with the Wakefly team, stating "They turn projects around rapidly and we're very happy with the workflow. We have weekly status calls with them and there's always an open line of communication. They consistently check in and send project updates along the way, which is a refreshing shift from what we're used to with outside agencies."

Wakefly works hard to ensure that clients get the most value out of their budgets. Account managers and project managers work closely with the Atlas team to understand their goals, objectives and deadlines. Wakefly is very transparent in keeping them updated on how various projects are impacting costs. They are flexible and collaborative, doing whatever it takes to ensure the success of client projects.

Industry Trends and Challenges

Transportation and Logistics is a central component of the economy. Not only does it support numerous jobs, but it is also an integral part of so many other industries because it enables them to generate and distribute supplies and products.

Companies in the Transportation and Logistics Industry have traditionally been late adopters when it comes to Digital Marketing and have relied on relationship-based selling to grow their business. In recent years, this has greatly shifted due to the success of companies like Amazon who have reset consumer expectations globally to near-instant gratification. The target audience is changing as well and it's becoming increasingly important to engage with these potential consumers on the platforms they are already using (web and social media) to remain relevant.



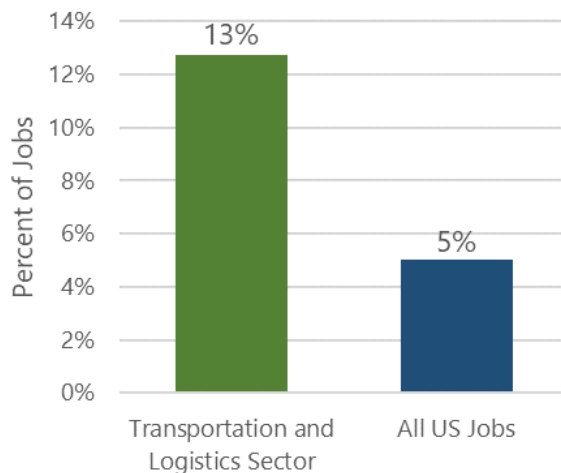
SPEED. CONNECTIVITY. AVAILABILITY

You must have an integrated technology platform for all business functions: customer experience, asset and workforce management, marketing and operations. Public and internal sites must be optimized for mobile with an easy-to-use interface and tracking information needs to be immediately available. Failure to adapt to the changing technology now will open the door for competitors.

This sector has experienced major growth in the last decade. It has increased nearly 13% between 2008 and 2017 compared to a national average increase of 5% across other industries.

With such a densely populated market, there is a lot of competition. Trust remains key to customer relationships. This can be demonstrated through strong content marketing that highlights speed and quality of service, as well as an accommodating user experience that can help customers decide what they need. Beyond growing the customer base, looking for drivers is also an ongoing challenge and major pain point. Marketing to potential new employees is a very important secondary audience that must also be considered. Speed and quality of service are dependent upon having a reliable fleet of drivers to keep up with high consumer demand.

Percent Growth in US Jobs, 2008-2017



Source: EMSI 2017.4