



CASE STUDY PINNACLE TRANSPORT VALUING CUSTOMER SATISFACTION.



FBI and Pinnacle Transport Enjoy:

- A trusted partnership
- Customer satisfaction
- Best-in-class service and equipment
- The competitive advantage of knowing South Western Ontario better than anyone else in the industry
- Over 20 years of knowledge and stability

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Intelligent Transportation.

Carriers' Transportation Challenge:

Pinnacle Transport has been in business since 1989 and from the beginning their goal has been to provide high quality transportation services to clients. They value customer satisfaction and believe this to be the key to forging long-term associations and ensuring business growth. In return for their excellent service, they seek partners who value their knowledge, customer service and their superior equipment. Their ideal clients understand the transportation business and act as trusted partners who deliver on commitments and constantly strive to build stronger business relationships.

FBI's Solution:

FBI is constantly seeking partners who provide the best transportation service, which entails having best-in-class equipment, responsive customer service and superior industry knowledge. Pinnacle is a highly professional transportation provider and FBI can rest assured that when they use Pinnacle their customers' freight will be picked up and arrive exactly on schedule. In particular, Pinnacle's South Western Ontario trucking knowledge and direct service is second to none and FBI is often able to appreciate a real competitive advantage thanks to Pinnacle's local knowledge.

Results:

Together, FBI and Pinnacle Transport provide trucking solutions that are second to none and this results in customer satisfaction that is key to their mutual business growth. Clients rely on FBI to be their one stop shop and trust FBI to find specialists for every section of their freight's journey. With Pinnacle as a respected partner, FBI can be certain to deliver on their commitments to customers. In return, Pinnacle enjoys ever-increasing business from FBI, along with the benefits that come with working with an experienced, established brokerage that values their carriers.

“FBI understands the importance of customer and carrier satisfaction. They treat everyone with respect and are solutions driven, which results in an efficient and beneficial relationship for all involved. FBI is a company that really understands the transportation business and their long standing relationships speak to their values and strengths.”

- Pinnacle Transport Ltd., Steve McClelland, President, Toronto, ON