

MAVERICK · PHASE 1 · THYSELF - BASELINE STUDY · SAMPLE 1 OF 2

Lone Star Freight & Logistics (fictional)

Supply chain · regional trucking and 3PL · Dallas-Fort Worth, Waco and Houston

1 · DECISION CHARTER

DECISION

Pre-book backhauls on the Houston-Dallas lane, or first find out which shipper docks cause the detention?

SPONSOR

Owner and operations manager

OUTCOME

Reduce losses · Decision due before 1 November 2026

MUST NOT BREAK

On-time delivery stays at or above 90% · No hours-of-service violations · No trucks added

2 · COMPANY CONTEXT, FOR THIS DECISION

Orders sit in the TMS; the dispatcher calls drivers and gets status by text. ELD positions are not linked to the TMS, so they are checked by phone. One dispatcher knows the Houston lane.

Records used: TMS load export, Q2-Q3 2026, all lanes; ELD positions and hours; Maintenance spreadsheet**Missing (marked as gaps):** Dock appointment times by shipper; Fuel card spend linked to loads

3 · KPIS, DEFINED AND SOURCED

KPI	DEFINITION	BEFORE	NOW	PERIOD	SOURCE · CONFIDENCE
Empty-mile ratio	Miles driven without a load ÷ all miles	16.8%	18.1%	Q2 → Q3 2026	TMS quarterly export · Documented
On-time delivery	Deliveries inside the appointment window ÷ delivered (guardrail)	91.2%	89.4%	Q2 → Q3 2026	TMS quarterly export · Documented
Detention per stop	Average hours at a dock beyond two free hours (guardrail)	2.1 h	2.6 h	Q2 → Q3 2026	TMS quarterly export · Reported
Loads delivered	Loads delivered in the quarter	4,120	4,380	Q2 → Q3 2026	TMS quarterly export · Documented

4 · OPTIONS, WITH GUARDRAILS

Pre-book a return load before each Houston departure, on one lane for 90 days

Hypothesis: Houston returns run empty because no backhaul is booked at dispatch. Not yet verified; test with the share of Houston loads that leave with a return booked.

Guardrail: On-time delivery at or above 90%.

Measure detention by shipper dock for four weeks before changing dispatch

Hypothesis: two shipper docks cause most detention. Dock appointment times are missing today, so this starts with a simple dock log.

Guardrail: No change to customer appointments while measuring.

Change nothing; review empty miles weekly against the 18% trigger

The Monday lane review already covers empty miles, detention and on-time by lane.

Guardrail: Escalate if the ratio stays above 18% for two weeks.

5 · 30-DAY ACTION AND TEST AGENDA

Week 1 Start a dock log (arrival, door, departure) at the two flagged shipper docks (Dispatcher)

Week 1 Record whether a return load is booked at dispatch for every Houston load (Dispatcher)

Week 2 Compare empty-mile ratio and detention for the Houston lane against Q3 (Operations manager)

Week 4 Decide go, revise or stop on the lane test using the gate below (Operations manager)

REVIEW GATE

Go: Empty miles down 3 points and on-time at or above 90%

Revise: Empty miles down 1 to 3 points

Stop: No change, or on-time below 88%

Decides: Operations manager

6 · Phase 2 recommendation: in a real brief, what a self-managed Console or a managed build would cover, priced separately. Left out of this sample.

Mesa Ridge Earthworks (fictional)

Construction · earthworks contractor · North Dallas–Fort Worth

1 · DECISION CHARTER

DECISION

Add a haul truck on the Prosper job, or resequence loading with the trucks we have?

SPONSOR

Owner and general superintendent

MUST NOT BREAK

No safety incidents · Cost per cubic yard at or below bid · No extra overtime; the Prosper finish date holds

OUTCOME

Optimize operations · Decision due before 20 October 2026

2 · COMPANY CONTEXT, FOR THIS DECISION

Foremen log daily quantities; the office re-keys them into job cost (on paper at the Denton site). Telematics hours are re-keyed monthly. Each site runs one excavator.

Records used: OEM telematics export, all heavy equipment, Aug–Sep 2026; Daily production reports; Job cost report

Missing (marked as gaps): Truck tickets linked to sites; Paper reports from the Denton site

3 · KPIS, DEFINED AND SOURCED

KPI	DEFINITION	BEFORE	NOW	PERIOD	SOURCE · CONFIDENCE
Equipment utilisation	Working hours ÷ scheduled hours, all heavy equipment	61%	58%	Aug → Sep 2026	Telematics export · Documented
Idle share of engine hours	Engine running without work ÷ engine hours (guardrail)	27%	31%	Aug → Sep 2026	Telematics export · Documented
Cost per cubic yard	Direct cost (equipment, labour, trucking, fuel) ÷ cubic yards (guardrail)	\$4.10	\$4.45	Aug → Sep 2026	Job cost report · Reported
Cubic yards moved	Cubic yards moved across all jobsites in the month	18,400	21,200	Aug → Sep 2026	Daily production reports · Documented

4 · OPTIONS, WITH GUARDRAILS

Add one haul truck on Prosper for two weeks, then re-measure excavator idle time

Hypothesis: too few haul trucks for the excavator's pace. Not yet verified; test with excavator wait time between trucks, by day.

Guardrail: Cost per cubic yard at or below bid.

Resequence loading so trucks rotate between Prosper and the nearest job

Truck tickets are not linked to sites today, so the rotation is tracked by the foreman for the test.

Guardrail: The Prosper finish date holds.

Change nothing; record idle minutes daily for two weeks to confirm the cause first

The Friday equipment review already covers utilisation, idle time and next week's moves.

Guardrail: Act within 48 hours if cost per cubic yard stays above bid for two weeks.

5 · 30-DAY ACTION AND TEST AGENDA

Week 1 Pull excavator wait time between trucks from telematics, by day, for Prosper (Equipment manager)

Week 1 Link truck tickets to the site on each daily report (Foreman)

Week 2 Compare utilisation and idle share for Prosper against September (General superintendent)

Week 4 Decide go, revise or stop using the gate below (General superintendent)

REVIEW GATE

Go: Utilisation up 8 points and cost per cubic yard at or below bid

Revise: Utilisation up 3 to 8 points

Stop: No change, or any safety incident linked to the change

Decides: General superintendent

6 · Phase 2 recommendation: in a real brief, what a self-managed Console or a managed build would cover, priced separately. Left out of this sample.