



# Shippers Prefer Carriers That Use Weigh Station Bypass Services





The benefits of weigh station bypass technology to trucking companies are well documented and widely accepted. Saving time is the most obvious benefit, because safe, pre-cleared trucks don't have to slow down or stop at weigh stations. However, weigh station bypassing also helps trucking companies save money by reducing idle time and fuel consumption, and making more efficient use of drivers' time.

Now, independent research substantiates additional benefits for carriers - specifically that adopting bypass technology increases the likelihood that shippers will choose that carrier. Bypassing also reduces the impact of carrier pricing on the shipper's decision. That's according to a study lead-authored by Rodney Thomas, associate professor at the Department of Supply Chain Management, part of the University of Arkansas' Sam M. Walton College of Business.

In other words, carriers that qualify for and use weigh station bypass technology are more likely to receive a shipper's business, and operate at a lower cost. So, bypassing not only has the potential to increase revenue, it also improves a carrier's bottom line, it also.

According to Thomas research, the reason is twofold:

1. Trucking companies continually search for ways to differentiate their services to shippers. This includes increasing their appeal while also looking for ways to minimize operational costs.
2. The concept of "environmental sustainability" evolved from being trendy jargon into a requirement for competitive supply chain management. The study refers to this as "green management information system" (GMIS) effects.

Since it started compiling bypass data in 1997, PrePass has provided documented reductions in truck-related emissions at weigh stations of over 771,000 metric tons, the equivalent of removing nearly 140,000 automobiles from the road. PrePass remains the only weigh station bypass system to qualify as a U.S. EPA SmartWay Affiliate. The Smartway program encourages businesses to manage logistics in environmentally responsible ways.

While the study demonstrates the value of weigh station bypass to the selection decision, it builds on the already extensive body of research exploring factors of carrier selection by shippers. "Various studies have identified cost and service attributes like pricing, lead-times, reliable delivery, capability, and capacity as key determinates of carrier selection," Thomas wrote in the study. "However, carrier selection [by shippers] has morphed from a routine purchase decision into a much more involved evaluation process with important implications for supply chains."

Thomas said because of changing regulatory environments, evolving supply chain strategies, and increased shipper expectations, selection criteria for transportation providers has also changed.

---

**“INDEPENDENT RESEARCH SUBSTANTIATES ADDITIONAL BENEFITS FOR CARRIERS - SPECIFICALLY THAT ADOPTING BYPASS TECHNOLOGY INCREASES THE LIKELIHOOD THAT SHIPPERS WILL CHOOSE THAT CARRIER.”**

---

Other factors, including GMIS, are now influence the decision process.

Therefore, shippers may view bypass technology as a benefit when they consider potential supplier relationships with transportation providers.

"As consumers and government entities increasingly demand that processes, products, and services be environmentally friendly, shippers are held more accountable for the waste streams of upstream supply chain members," Thomas wrote. "Selecting carriers with bypass technology helps address these stakeholders concerns and likely makes an exchange relationship more attractive."

Thomas and his research team reached these conclusions through a "vignette-based behavioral experiment" of more than 150 full-time professionals affiliated with a supply chain management executive education program. Their approach used various scenarios to describe carrier selection decisions. Together, the research participants averaged just over 10 years of applicable work experience.

Through this research, they found that carriers who use weigh station bypass systems can increase their relationship value to prospective shippers while at the same time mitigating the effect of higher prices for their services.

Perhaps the most significant finding of the research addresses the role of GMIS relative to pricing in carrier selection decisions. During the study, research participants were asked to compare shipping rates in the context of whether or not carriers use bypass system technologies. the data showed that the adoption of bypass technology has nearly twice the impact of a 4% change in freight rates. This result, according to the study, questions the decades old assumption that price is the ultimate factor when selecting transportation providers.

GMIS adoption (including those using weigh station bypass) could prosper while those with low level of sustainability would eventually disappear.

The University of Arkansas study concluded that for shippers and carriers alike, the adoption of bypass technology serves as a strong sustainability signal to customers. Researchers found that carriers can leverage their sustainable measures to supply chain functions and appeal to the sustainable preferences of shippers.

“These research findings offer unique theoretical, practical, and policy implications surrounding the carrier selection decision,” wrote Thomas.

Independent academic research like the University of Arkansas study adds more support to the argument that weigh station bypassing is an invaluable resource for trucking companies. Carriers already know the operational benefits of bypassing such as improved driver retention, time savings and reduced fuel consumption. Now clear evidence shows that carriers who use PrePass are more attractive to not only their current customers but also potential customers, potentially to the point of justifying increased freight rates. ■



**RESEARCHERS  
FOUND THAT  
CARRIERS CAN  
LEVERAGE THEIR  
SUSTAINABLE  
MEASURES TO  
SUPPLY CHAIN  
FUNCTIONS AND  
APPEAL TO THE  
SUSTAINABLE  
PREFERENCES  
OF SHIPPERS.**

## Strategic Consultants at Work for You

PrePass Safety Alliance works every day to make highways safer and more efficient through innovative data-driven solutions. We achieve success by consulting with our customers and meeting their needs. As a PrePass customer, you will work with industry-savvy individuals who take the time to understand before prescribing the solution.

Your PrePass consultant brings industry and technical expertise to find areas of improvement within your organization and solutions for them. But first, we work to understand your business operation, goals, objectives, and business challenges. Our solutions include a powerful suite of systems—weigh station bypass, toll payment management and data insight tools. The solutions we develop for your unique operation will help you improve safety, reduce compliance risk, and control operating costs within a single, comprehensive program.

Contact us today at [prepass.com/contact](https://prepass.com/contact) or (800) 773-7277 option #2

