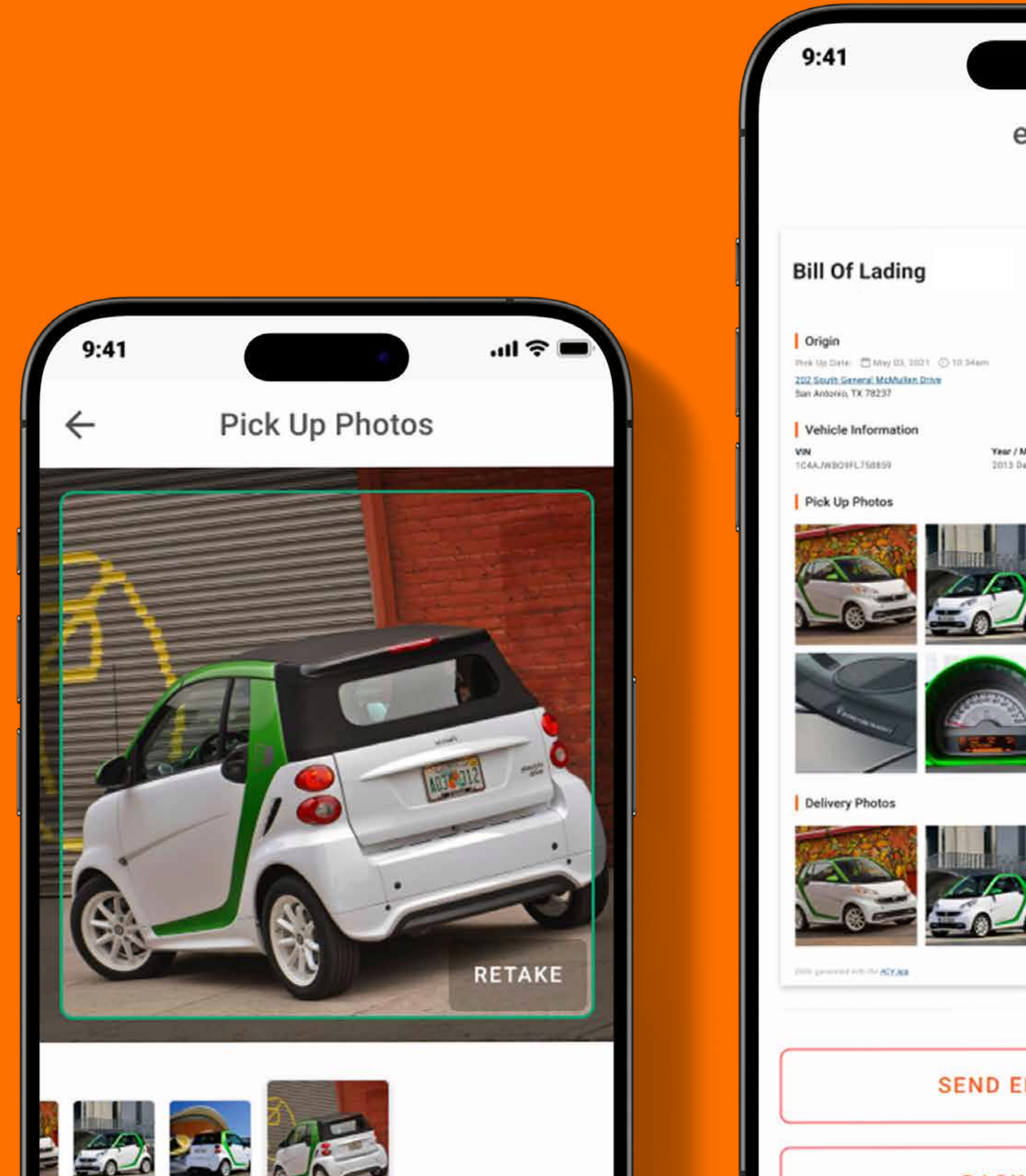Digitizing Trucking:

From Paper to 24% App Adoption in 1 Year

eurekalabs

A leading automotive auction platform needed to replace manual trucking paperwork with a digital solution. We built a carrier app that **boosted driver adoption to 24% in one year,** tracking 6,670+ jobs with real-time eBOLs.

About our
Growth Partner

Our Growth Partner revolutionizes the automotive industry by providing an **advanced digital marketplace,** simplifying vehicle auctions and logistics, and enhancing transparency, efficiency, and accuracy **for automotive dealers across the U.S.**

The
Challenge

Having expanded its operations, the platform faced challenges with its vehicle transportation services. **The manual paperwork process performed by truck drivers caused issues** related to real-time tracking of vehicle pick-up and delivery times, locations, and conditions, **impacting the accuracy of cycle times, carrier performance management, and resolution of arbitration claims.**

The Solution

Mobile App for Drivers
The app enables drivers to easily find the vehicles they need to transport and record the condition of the vehicles by capturing relevant photos.

Digital Bill of Lading (eBOL)
Upon delivery completion, the app generates a digital version of the Bill of Lading (eBOL) containing all trip information.

Real-Time Shipment Reporting
The eBOL is simultaneously sent to the carrier and uploaded to the platform, providing a real-time shipment report.

Powerful Tech Stack

Firebase · Jest · splunk> · aws · React Native · Backend · Selenium · Testing automation · Java · spring · appium · Google BigQuery · QMETRY · Redux · PostgreSQL · new relic · mixpanel · Frontend · App Center

We designed a mobile-first architecture with real-time data syncing, digital documentation, and robust back-end infrastructure. The solution seamlessly integrated with our Growth Partner's systems, enabling eBOL generation, real-time reporting, and driver-friendly workflows—accelerating adoption and digitizing an entire trucking process.

The Results

6,670 JOBS via carrier in the first year

766 DRIVERS onboarded the app in the first year

FROM 2.4% TO 24% in app adoption rate in one year

Key Takeaway

Digitizing legacy industries starts with solving the smallest pain points.

Ready to Build a Smart Partnership?

We're more than a vendor—we're your potential Growth Partner.
Let's clear your backlog!

Let's talk