

# How Royal Logistics Unified Their Fleet of 100 Trucks, Brokerage, and Shop Operations with PCS TMS

## About Royal Logistics

Royal Logistics is a Fargo-based trucking and brokerage company serving high-end retail and food shippers across the Midwest and Southeast. With 100 trucks and 200 trailers, the company has grown steadily over the past six years by focusing on smart, deliberate expansion and building strong, personal relationships with a select group of shippers.

Kaleb Groce, Director of Operations, runs both the asset and brokerage sides of the business. With a small internal team and a high bar for efficiency, Royal Logistics needed a platform that could consolidate operations, reduce manual processes, and provide deep visibility across the entire business.

## Challenges before PCS

Before PCS, Royal used a mix of SSI (Power Pro), QuickBooks, spreadsheets, and manual workflows to manage operations. This led to inefficiencies and silos that slowed growth.

### Royal Logistics key challenges included:

- ✓ No unified system to manage assets, brokerage, shop inventory, and accounting
- ✓ Inability to move loads fluidly between asset and brokerage sides
- ✓ Manual inventory tracking and limited visibility into maintenance costs
- ✓ Fragmented reporting across functions

Kaleb needed a platform that could bring it all together—without compromising on depth or usability.

## PCS Implementation

Royal signed with PCS in August 2023 and intentionally planned an extended ramp-up period. Over five months, they trialed workflows, broke things on purpose, and built out shop part numbers and customer profiles. The system was wiped clean on December 31 and fully launched January 1, 2024.

*"We knew the switch would be a heavy lift. But we did the prep work so we could flip the switch cleanly. It made change management way smoother—for our back office and for our drivers."*



## Fast Facts

**Industry:** Trucking and Logistics

**Fleet Size:** 100 trucks, 200 trailers

**Specialization:** High-end retail, food, dry van

**PCS TMS Customer Since:** August 2023

**Uses PCS for:** Asset operations, brokerage, accounting, dispatch, maintenance, safety/compliance, shop and maintenance inventory, and reporting



## Results

### Royal now runs their entire operation with PCS TMS.

From dispatch and safety to accounting and inventory, PCS supports day-to-day functions and strategic decision-making. The result: smarter operations, better visibility, and scalable growth.

## Results in numbers

- ✓ 87% of Royal's drivers have been with the company for over 3 years
- ✓ 20% fleet growth since launching PCS
- ✓ 1 system managing assets, brokerage, shop, and compliance
- ✓ 100+ trucks and 200 trailers maintained with PCS inventory tools
- ✓ Thousands of dollars saved by preventing over-ordering and downtime through real-time parts tracking

## Total Operational Visibility

PCS helps Kaleb's small team manage a large operation with confidence. The system handles dispatch, safety tracking, shop inventory, maintenance logs, fuel imports, and more—all in one platform.

- ✓ Parts are auto-replenished based on usage history
- ✓ Every item is tracked by part number with real-time stock levels
- ✓ Downtime is reduced by having the right part on hand
- ✓ Drivers' license, MVRs, physicals, and accident records are tracked in PCS

*"We used to manage maintenance in spreadsheets, if at all. Now we know what's in stock, what's needed, and what each repair costs us."*

## Unified Asset and Brokerage Operations

Royal's brokerage is strictly overflow-based, which makes seamless load handoffs between asset and brokerage critical. With PCS, Kaleb can manage both on the same platform and toggle loads easily between sides.

- ✓ Integrated DAT benchmarking for brokered loads
- ✓ Shared load tracking and billing tools across both sides
- ✓ Carrier portal integration for vetting and communication
- ✓ Shared reporting and invoicing workflows

*"There are hardly any TMS platforms that let you do asset, broker, and shop—and actually do them well. PCS does."*

“

We use PCS to run everything—**dispatch, accounting, brokerage, shop, safety.** It keeps us **organized and efficient.**”



## Smarter Cost and Efficiency Decisions

PCS gives Kaleb clear insight into profit and loss by truck—critical for a fleet of 100+. He uses that data to decide when to retire equipment, forecast maintenance, and make purchasing decisions.

- ✓ Profit/loss by truck over 3–12 month periods
- ✓ Fuel transactions imported and tracked in PCS
- ✓ Cost per truck, load, and lane easily accessible
- ✓ Reports that inform growth and investment decisions

*"I'm huge on efficiency. PCS gives me the data I need to make smart decisions—fast."*

## Smooth Change Management for The Royal Team

Kaleb anticipated resistance from drivers when moving from a paper-based system to a digital one. The PCS mobile app and pre-launch testing helped smooth the transition.

- ✓ Drivers now upload bills of lading through the app
- ✓ Arrival and departure times are tracked in PCS
- ✓ Shop work continues uninterrupted with all parts pre-entered
- ✓ Load changes are easier to manage across teams

## Growth with Control

Since launching PCS, Royal has grown from 80 to 100 trucks. Kaleb doesn't chase growth for growth's sake—but when the time is right, he wants the infrastructure to handle it.

*"We've gone from 42 to 100 trucks in six years. Some years we don't grow at all, others we add 15 trucks. PCS helps me grow smart."*

## Conclusion

Royal Logistics runs lean—but they run smart.

With PCS, Kaleb and his team have a single system that connects every part of the business. They're not chasing more software or building workarounds. They're focused on what matters: running a tight, scalable operation that serves loyal customers well.

From shop inventory to brokerage load boards, PCS keeps Royal organized, efficient, and ready for what's next.



PCS gives us a **true all-in-one system**—without sacrificing depth or reliability."



**ROYAL LOGISTICS INC.**

**KALEB GROCE, DIRECTOR OF OPERATIONS AT ROYAL LOGISTICS**



**Ready to take control of your growing business?**



Request a free, **personalized demo** of PCS TMS for Carriers today.