



CHEEMA
FREIGHTLINES LLC



PLATFORM
SCIENCE

A CUSTOMER SUCCESS STORY

**NEXT-GEN TECHNOLOGY
FOR NEXT-GEN DRIVERS**

Introduction

Founded in 2006 by Darshan Cheema and his son Harman Cheema, Cheema Freightlines began as a single-truck operation in the Seattle/Tacoma area. The family's vision of "Delivering Excellence" through safety, efficiency, and customer satisfaction propelled their growth.

With a driver-first mindset, they expanded operations across the West Coast, establishing terminals in California and Washington. Today, Cheema continues to prioritize driver experience, recognizing that the future of trucking relies on modern, driver-friendly technology. Their search for a customizable, future-focused telematics solution led them to partner with Platform Science, which helped them elevate driver recruitment and retention.

The Challenge

As Cheema grew, they encountered a shift in driver expectations—especially with the evolving role of technology in the cab. Their existing telematics system was limited in providing a seamless, user-friendly experience for drivers. Drivers often struggled to locate information, juggled multiple software logins and struggled to complete work on time. This created challenges for both recruitment and retention, as new drivers increasingly expected in-cab technology to simplify workflows and reduce frustrations.

Furthermore, the competitive trucking landscape made recruiting quality drivers more challenging than ever. Cheema needed to ensure its onboarding process was not only efficient but also left drivers with a positive first impression.

"Attracting and retaining the best drivers requires not only great operations but also ensuring that we have the right technology in place to support them from day one."



Rob Newell
Vice President of Driver Services.

"The average age of a truck driver is approaching retirement, and many drivers are less comfortable with new technology. We needed a solution that was intuitive for both tech-savvy drivers and those who aren't."

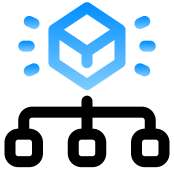


James Phillip
Director of Talent & Fleet Development

Solution

Cheema partnered with Platform Science to provide a flexible, app-based telematics solution that could adapt to their unique driver needs.

The platform offered several benefits that directly supported Cheema's recruitment, retention, and productivity goals.



Modern Expectations, Modern Solutions

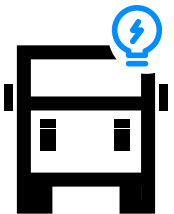
Technology is increasingly critical as driver demographics shift and new drivers enter the workforce. Cheema understood that today's drivers expect a seamless in-cab experience, with tools that allow them to work efficiently without being bogged down by complicated processes. Platform Science delivered the customization needed to meet these expectations.



Smoother Onboarding

By integrating Platform Science into their recruitment and onboarding process, Cheema was able to streamline training and provide drivers with easy-to-use tools from the start. The platform's Wi-Fi-enabled tablets ensured that new hires could receive immediate, hands-on training during orientation, helping drivers feel comfortable with the technology before hitting the road.

"We pride ourselves on providing a smooth onboarding experience, and the flexibility Platform Science gives us has been key in making that happen," James noted.



Driver Productivity:

Through Platform Science's app ecosystem, Cheema introduced time-saving features such as document scanning, streamlined communication, and simplified inspection reports. This directly impacted driver productivity, allowing them to focus on driving instead of administrative tasks. These enhancements also helped attract new drivers looking for efficiency on the road.

"With features like document scanning and DVIR's, We're seeing real gains in productivity. Drivers appreciate the ease and simplicity of the platform, and that makes a big difference." - Hans Metzger, Digital Strategy Specialist

"Recruiting drivers isn't just about pay routes anymore. It's about making their lives easier, and in-cab technology plays a huge role in that."

Platform Science's ability to offer intuitive tools means drivers can focus on driving, not dealing with technology headaches."

Rob Newell -Vice President of Driver Services.

Results

Cheema Freightlines has experienced substantial benefits in both recruitment and retention since implementing Platform Science:



Improved Driver Retention

With more user-friendly, efficient tools, drivers are less frustrated and more satisfied with their day-to-day experience. This has led to improved retention, particularly among experienced drivers who appreciate the platform's simplicity

"Once drivers are here, they quickly see how much easier their work becomes with Platform Science. It's been a key factor in keeping them happy. Rob emphasized



Attracting Next-Generation Drivers

Cheema has adapted its recruitment process to reflect the growing importance of technology in the cab. They now ask drivers about their familiarity with in-cab electronics during recruitment, ensuring that new hires are better prepared for the technology they'll use on the road.

"We're making sure our drivers are comfortable with the technology from day one, and that makes all the difference in creating a positive first impression," James explained.



Efficiencies Gained

The tools provided by Platform Science have streamlined driver workflows and back-office processes. This has led to faster resolution of issues and improved communication between drivers and the office, allowing Cheema to operate more efficiently

"Platform Science has made it easier for our team to support drivers in real-time, which has been a big win for both the drivers and the office staff," said Hans.

Conclusion

Cheema Freightlines has successfully used Platform Science to transform its driver recruitment and retention approach. Understanding that modern drivers expect technology that simplifies their work, Cheema has positioned itself as a leader in driver-centric operations by offering flexible, customizable tools that improve both driver satisfaction and operational efficiency.

MEET PLATFORM SCIENCE

Platform Science delivers a modern enterprise fleet management and telematics platform with easy-to-use applications and round-the-clock customer service to ensure your drivers get the desired experience. From embedded OEM hardware options and dedicated support teams to integrated partner applications and a seamless driver interface, we have what you need to fuel your fleet's success.

Step into the future of trucking with Platform Science



See how Platform Science can
deliver for your fleet

Scan to get started