



7 Reasons Outdated Technology in Your Barging Business is Costing You

Using outdated technology in your barging business is costing you valuable resources.

Moving information efficiently in the barging business is critical. You need a system to help you manage information to meet customer needs and modify your business, allowing you to grow long-term.

The problem is, the technology you're using is outdated and holding you back. You're unable to change your business and create growth, leaving you frustrated.

Here are seven reasons why using outdated technology to run your barging business is costing you valuable resources:

1. You have to hire more people to grow.

Most businesses equate growing with the need to hire more people. The stress of workloads gets high, and their solution to the problem is to hire more people. Hiring more people when the workload is significant is a real struggle, but you don't always need them. Most often, it's your processes that are inefficient. You're made to believe you need more people to get the same (or more) amount of work done.

The digital era allows companies like yours to do more and even better work without hiring more employees. When you adopt a technology platform like BargeOps, you can get more work done with fewer people, saving you money on your bottom line.

2. Gathering data costs you time.

When you work with pen and paper or outdated software programs, you lose a lot of time due to the lack of speed those options carry. It takes several hours to gather important data across several departments, process it, and then create an analysis that helps grow your business. By the time you've worked through all of your outdated processes, you've wasted precious hours that could be spent in other areas.

The saying "time is money" is never more accurate than in the barging business. You deserve a technology solution that puts all of your data and information in one place so you can focus on the areas of your business that matter most. BargeOps can do that for you.

3. Customers aren't updated with accurate and timely information.

It's challenging to keep your customers up to date with the correct information when using outdated technology across multiple platforms and machines. Order information gets turned around, boats and freight status are hard to track, and other valuable information they need never gets to your customer. Not sending timely information to your customer will erode the relationship over time.

When you use an updated technology platform like BargeOps, you'll have every piece of information you need right at your fingertips to keep your customers updated 24/7. In fact, your customers can access their data through a web portal on-demand if that's what they prefer.

"Since using BargeOps, we have been able to send out more information and data to our customers than they have ever received, helping them stay informed and confident their freight is in good hands." - Jared Phillips, Parker Towing

4. Errors in transmitting information occur.

We live in a fast-paced world where information and ideas are transmitted constantly. With the speed of information also comes error. When using pen and paper and old computer programs, a lot gets lost in translation. Mistakes are bound to occur. Avoiding mistakes is critical when handling valuable information and boat traffic.

An up-to-date platform where all important messages and data are housed under one app is crucial to avoiding errors.

5. You are losing time and money on billing.

You lose valuable time and money when you manually track your business. Because of manual tracking, you can't see your entire fleet working in real-time, causing you to play guessing games and lose track of resources in the process. If your view of the activities on a boat or related to a barge is incomplete, you will miss out on events that you could be billing to your customer. We've seen companies pick up as much as 10% incremental revenue just by improving the accuracy of tracking activities and events on boats and barges.

You deserve a technology platform that gives you a real-time picture of every boat and all freight moving in and out of your system, saving you time and money and ensuring you invoice correctly, every time

6. You're unable to automate critical aspects of your business.

Manual actions inside your business have a significant downside and will cost you money. When you're on an outdated system, automation isn't possible. You cannot manage ongoing tasks for team members and communicate with customers. In the long term, not having the ability to automate everyday aspects of your business will continue to weigh you down, and you won't have the white space to grow.

When you use an app like BargeOps, you can automate many of your everyday tasks and processes, saving you a lot of headaches for everyone involved.

7. You are unable to sell at a faster rate.

Manual processes and outdated information force you to move slower than you desire. Moving slow becomes a major red flag when your sales team is unable to do their jobs to fill your barges, sell towing services, or fill your fleets every day. A slower sales team means a slower sales process, keeping you at a snail's pace compared to your competition.

A platform that brings all your essential towing, freight, or fleet information into one place sets your sales team up for success. They will not only get a picture of what is happening in your business, but they will also have the power to sell quicker with a real-time picture of what is available and what isn't.

You deserve a tech solution that helps you control and streamline your information.

Having outdated technology that keeps you from growing your business is frustrating.

This is why, for over 15 years, we've built a solution to help you manage and streamline all your information. It's configurable to barge companies of any size, helping manage and scale operations as you desire.

How much more business could you take on and grow your revenue with an updated technology platform for your barging business?

BargeOps exists to provide the right tools, processes, and automation you need to make your life easier while making you wildly successful with your team and customers. There's nothing but upside when you switch to our solution.

Control of your information changes everything.

Our technology platform creates one trusted source for everything you need to communicate with your teams and customers and help you make strategic decisions about your business. Here's what BargeOps can do for you:

Quick Implementation

No long transition is needed. You'll be up and running with BargeOps within a week to implement it with your teams and customers faster.

Improve Communication With Everyone

Streamlining every piece of information into one platform makes it available to everyone all the time. No team member or customer will be left out of the loop.

Find Lost Revenue

Who doesn't love making more money? Our customers can better find revenue inside their business by becoming more productive with and efficient with our platform.

Create Transparency with Your Data

A high-trust environment is created when information is easily accessible and shared. Accountability between departments doesn't just become easy; it becomes the desired way to work.

Simplify Your Systems & Processes

Outdated technology forces you into complicated systems which no longer work. With BargeOps, your systems and processes get an immediate upgrade, simplifying the work at every turn.

Adapt & Evolve Your Business on the Fly

Becoming better doesn't have to wait. Your team is empowered to innovate quickly to meet your customers' needs and create more growth for your business every day.

How BargeOps Can help you take on more business & grow your company:

- 1. Schedule a Call** - Let's hop on a call so we can better understand where you're at and create the right solution for you.
- 2. See Barge Ops in Action** - When you see a demo of BargeOps, you'll see the power you'll have to modify your business as you've always wanted.
- 3. We'll deliver a customizable solution that works for you** - No two customers use our platform the exact same way. Our goal is to configure our platform to fit your business exactly as you need it, helping you to move effectively as possible.

Stop losing out on revenue because your tech is not up to speed. Schedule a Call with us today and let us streamline all your information so you can modify, grow and scale your barging business now.

[SCHEDULE A CALL](#)