

O.C. MAILLET

New Digital Marketing, CRM Future-Proof Sales and Service



Challenges

As the 50th anniversary of his family business approached, Maurice Maillet wanted to ensure that [O.C. Maillet Transport Ltd.](#) was prepared for the future. Technology was the best way to do that.

"I was like, let's do a reset. Let's start doing things a little differently to get ourselves ready for the next 10 years," he says from their headquarters in Bouctouche, N.B.

The three-generation trucking company, which his grandfather, Ovila Maillet, founded in 1971, and which Maurice's father previously ran, had been successful for a long time with minimal technology.

"Five years ago, we were very manual," he says. At that time, the company made its first foray into automation with an out-of-the-box dispatch system. "It wasn't very sophisticated."

Maurice saw technology opportunities across the company, from its back-office operations to its on-board truck technology. But its website and digital marketing, sales and service were top priority.

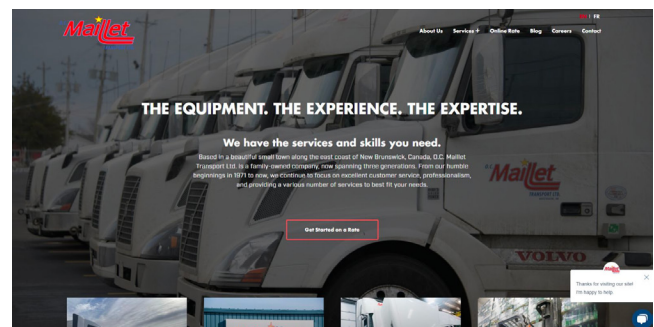
"We need to make sure that our name is out there," he says. "Branding is huge, even in transportation." And as a relatively small company going up against the "big guys," large regional and national competitors, brand awareness is especially important.

The website, a key sales and marketing platform for customers and for recruiting drivers and staff, was a decade old and looked it, with an outdated design and limited functionality.

"We were not generating any leads, be it by customers or potential employees via the website," Maurice says. "So that was the first step."

"The only question that really matters to me at the end of the day is, is our company performing better than it was before this technology? And the answer is yes, resoundingly."

– **Maurice Maillet, General Manager**



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Solution

With funding support from Digital Boost, O.C. Maillet Transport engaged

[ICS Creative](#)

[Agency](#), a Saint

John-based digital marketing agency, to create a contemporary, bilingual website that was on-brand, with additional functionality, including online quotation and chatbot features.



The project included:

- Custom Wordpress website design and development. The site is easy to update and add new features.
- Search Engine Optimization (SEO) to rank higher in keyword searches in search engines such as Google
- Content strategy and content development, including six blogs
- Implement Google Analytics for reporting on website visitors, most popular pages, length of stay on site, where traffic is coming from, etc.
- Set up Hubspot CRM, implementing the suite of starter marketing tools, including a chatbot feature, and email marketing insights
- Create Google Ads account
- Produced recruitment and sales videos
- Professional photography and images for sales and marketing

Maurice says the successful website and digital marketing project with ICS laid the foundation for a more extensive digital transformation across the company, which went on to implement a new GPS-based tracking system for its trucks, electronic logs for their drivers, and an ERP system to integrate and streamline its back-office processes.

"It's just very powerful the way that our systems are working now," he says.

Results

In a fast-paced, competitive industry, O.C. Maillet's new digital tools empower it to compete.

"In transportation, things change quickly," Maurice says. "There's all kinds of movement. Not only are the trucks moving but the customers are always changing, always looking for other options."

On any given day, its 60-plus trucks are on the road coast to coast across Canada and the U.S. moving beer, blueberries, peat moss, french fries, clothing and more. And technology allows Maurice and his team to keep it all running smoothly.

"We're selling more than just transportation," he says. "We're selling a service."

The company's new website and CRM has allowed O.C. Maillet to provide a more tailored and responsive customer experience. This, along with their other technology investments, have contributed to very positive results. Profits are up. Employee morale is good. The company is even looking at acquisitions. Its digital transformation, "really helped us get there," Maurice says.

"We've gained a lot of customers in the last few years with our reputation," he says. "Our reputation is only as good as our service. And our service is only as good as our systems."

<https://maillettransport.com/>

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[TechImpact](#) is a private sector-led organization focused on building a vibrant and growing digital economy in Atlantic Canada. By sharing success stories of business innovation and transformation, we create awareness and educate others about the potential here for career opportunities and business success.

[Digital Boost 1.0](#) helped NB companies take the first step on their digital transformation journey. The program provided funding and expertise to help participants with a digital transformation project implementation to remain competitive, resilient and forward thinking as our world continues to digitize.