

# ECA MARKETPLACE CASE STUDY

## Jackson Carrier Services Succeeds in Growth Plan with ECA, A Delivery Industry Alliance MarketPlace

### AT A GLANCE

#### CHALLENGES

- Slowing growth
- Need for delivery industry allies, mentors, and leads

#### BENEFITS

- 60% More Profit
- +75 New Prospects
- +58K SF Warehouse Space
- Professional Growth



*“Over the last two years, we have grown beyond expectations. Our return on investment in an ECA membership and attending the annual MarketPlace has been substantial.”*

#### QUINCY JACKSON

Jackson Carrier Services



### PROFILE

Jackson Carrier Services is a privately-owned local carrier company headquartered in New Orleans, Louisiana. It is owned and operated by its founder of 20 years and CEO Quincy Jackson. The business serves customers 24/7 in Louisiana and Mississippi with warehousing and fulfillment services as well as courier, same-day, and expedited deliveries.

### CHALLENGES

In 2019, Jackson Carrier Services experienced slowing growth and identified a need to develop new business leads, nurture prospects, and expand their customer base. They knew they needed to network with contemporaries in the industry who were addressing similar challenges and looking for ways to grow their business.

### SOLUTION

Through a partner relationship with Crosstown Courier Inc., Jackson Carrier Services received a recommendation to consider a membership with ECA, A Delivery Industry Alliance and to participate in ECA's annual ECA MarketPlace, which they did in 2021 and 2022.

### RESULTS

#### 60 % Increase in Profits

Profits for Jackson Carrier Services have increased 60% since 2020, and the desire for business growth was achieved.

#### 75 New Business Prospects

Jackson Carrier Services developed more than 75 new business prospects and enhanced relationships with shippers and fellow carriers through ECA MarketPlace attendance over a period of two years.

#### 58K SF of New Warehouse Space

New customer contracts have required Jackson Carrier Services to expand its warehouse footprint from its previous 12,000 square foot warehouse to a new 70,000 square foot warehouse with twelve dock doors.

#### Professional Growth

The company successfully embarked on professional growth opportunities by joining a network for meeting new delivery industry contemporaries. Moreover, channels for gaining industry knowledge and mentorship were obtained.