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BIRKBY est. 1918
FOOD SERVICE

CASE STUDY

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OVERVIEW

Birkby Food Service Ltd., an Alberta-based commercial food delivery company, adopted Routeique™ in 2016. Their goals were to streamline order and delivery management, enhance their customer service level, shorten new drivers' learning curve on routes, and increase their sustainability. Birkby has a fleet of ten trucks and ten drivers. When they started with Routeique, each driver had an average of five years of experience. While Birkby Food Service was successfully delivering orders to nearly 2,000 clients in Southern Alberta, the company wished to provide more efficient service and reduce their environmental footprint.



Routeique's Route Optimizer enabled the organization to successfully address four key issues, resulting in:

- 25% reduction in mileage
- 25% increase in time savings on deliveries
- Cost savings of +\$100,000 over 12 months
- A reduced environmental footprint

CHALLENGES

- 1 Improve Efficiency In Terms Of Miles Driven**
Drivers were determined to hit their delivery windows for all of their orders. However, they were not always aware of the most efficient route from a distance perspective.
- 2 Meet Scheduled Delivery Times, Even With Unexpected Delays**
When making deliveries, drivers occasionally encountered unforeseen road conditions or events. In these cases, drivers were likely to miss their delivery window or have to delay it to the following day.
- 3 Reduce Challenges And Learning Curve For New Drivers**
Birkby Food Service found that it took a significant amount of time for new drivers to become accustomed to the specifics of their routes and customers. The team at Birkby Food Service wanted a solution that would help them to empower their new hires to confidently make efficient and accurate deliveries.
- 4 Reduce Birkby Food Service's Environmental Footprint**
As a delivery company, Birkby Food Service is conscious of the importance of reducing their impact on the environment. They sought solutions which would enable them to use less fuel while fulfilling deliveries.

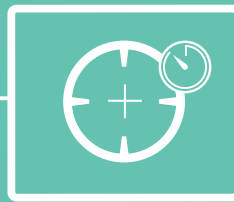
HOW IT WORKS

Birkby Food Service's team decided that in order to resolve their concerns, adopting the Routeique Route Optimizer would be their best course of action. The Routeique DMS App Route Optimization tool analyzes:

CUSTOMER LOCATION



SERVICE WINDOW



SERVICE TIME



DELIVERY AVAILABILITY



OPTIMIZING DELIVERY ROUTES

The Route Optimization tool is available through Routeique's Delivery Management System (DMS) App. This tool enables drivers to do everything from determining optimal delivery routes in advance to getting customer signatures and sending digital receipts on the spot.

From there, the DMS App suggests the best route for a driver to follow. The DMS App also enables drivers to re-optimize their routes at any time. This allows drivers to update their route to account for canceled orders, added items, emergency stops, or other changes which might occur throughout the day.

The goal was for the Route Optimizer tool to help Birkby Food Service drivers to select and follow the optimal route at any time, regardless of unexpected delays, obstacles, knowledge of the area, or experience level.

KEY RESULTS

After six months of implementing Routeique across all of their routes, Birkby Food Service reports Routeique's DMS App and Route Optimizer Tool alleviated their four key delivery needs.

1

Increased Efficiency

The Route Optimizer's recommendations enabled drivers to shorten the distance driven while still delivering all orders on time.

2

Fewer Delays During Delivery

Because drivers were able to re-optimize their routes in real-time, they were able to mitigate the effects of traffic and road delays which had previously caused them to miss delivery windows.

3

Ease Of Onboarding New Drivers

Because the Routeique DMS App provided the best route and considered a multitude of factors, it became easy for new drivers to make their deliveries even in situations where they were less familiar with a route or client. Considerations towards customer service time and delivery windows provided the fleet manager with more flexibility in scheduling drivers against routes.

4

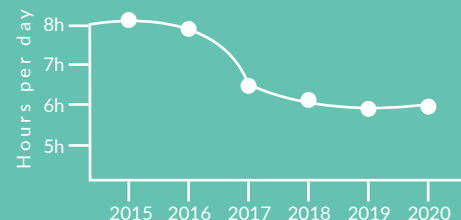
A Reduction in Carbon Footprint

Because drivers were able to take more efficient routes, resulting in 25% less mileage, the company was able to make significant strides towards their goals to become more environmentally-friendly.

METRICS

Saving \$100,000+ over 12 months

Cost and time saved can now be redirected to outbound lead generation, up-selling, and cross-selling.



25% reduction in time spent on deliveries

Drivers were able to reduce delivery time from eight hours to only six.

30% decrease in customer support

Due to the reduction of time to deliver, Birkby Food Service's order desk team noted a 30% decrease in customer support requests for order status.

25% reduction in mileage

This mileage reduction contributed to less spending on gas and less wear and tear on the vehicle.

CONCLUSION

Routeique's DMS Delivery Management App and Route Optimization tools helped Birkby Food Service address all four of their key supply chain concerns. The tools brought efficiencies to route selection, and helped drivers work around unexpected changes in their delivery schedules. Furthermore, it shortened new drivers' learning curve on routes and helped Birkby Food Service move closer to their goal of becoming a greener company. After implementing Routeique, the overall results were significant savings in time, mileage, and costs, as well as an increase in customer satisfaction and environmental sustainability.