

CASE STUDY



routeique[®]
Cloud-based Logistics & Delivery Management

NETWORK OPTIMIZATION

WWW.ROUTEIQUE.COM



OVERVIEW

An international food manufacturer, adopted Routeique[®] in 2016. They had a network of over 30 distributors and hundreds of drivers and trucks. Their existing model was delivering on over 250 routes across Canada.

The organization engaged Routeique because their enterprise network:

- lacked visibility
- wanted to fulfill orders more efficiently
- sought to provide a higher service level
- wanted to work towards a lower carbon footprint



Routeique's solutions enabled the manufacturer to:

- Gain visibility and control over their entire network
- Save 138,000 US gal of fuel and 1.2M miles of wear and tear on trucks
- Achieve a 96% perfect order rate across the network
- Cut settlement times from 17 days to 2.4 days
- Reduce the carbon footprint of delivery by 25%

CHALLENGES

They had several challenges that were preventing them from reaching their business goals.

1

Inefficient Fulfillment

The organization faced numerous inefficiencies in the fulfillment, distribution, and settling of orders.

- They were using multiple software systems and paper-based processes
- Routing strategies only considered a sub-set of the orders being delivered across the entire network.

2

Slow Settlements

The organization wanted to reduce their lengthy settlement times of 17 days.

- There was no tracking for order adjustments made in the field.
- Proof of delivery documents were often missing.

3

No Visibility & Control

The organization struggled to monitor, let alone optimize, their operation.

- There were no real-time order status updates.
- Operations relied on inefficient paper & email-based processes.
- There was no reporting on partner compliance levels across the network.

4

Inconsistent Customer Experience

It was difficult for them to maintain a consistently excellent customer experience.

- There was no control over customer-specific delivery requirements.
- High driver turnover resulted in low service levels.

CREATING A SIMPLIFIED, CONNECTED NETWORK

The manufacturer engaged Routeique to digitize its entire distribution network in Canada. They used a range of Routeique's solutions, including:

- The Digital Control Tower
- Order Management Solutions
- Route Optimization tools and Delivery Management App



Routeique integrated with the manufacturer's ERP system and enabled the sharing of order details into the network. Additionally, their head office could easily monitor status, compliance and service.

KEY RESULTS

The manufacturer implemented Routeique across their national network. After just six months, they reported an improvement across all key challenge areas.

1

Increased Efficiency

- Route planning and optimization algorithms saved dispatchers a significant amount of time.
- Optimized routes reduced fuel use and time spent on deliveries throughout the network.
- New drivers could easily follow the optimized routes with no time-consuming learning curve. This created consistency across all drivers and distributors in the network.

2

Reduced Settlement Time

- Digital orders and real-time adjustments, along with proof of delivery, cut settlement time from weeks to days.
- Proof of delivery, date/time stamp, and geolocation stamp provided an immutable record of delivery.

3

Real-time Visibility

- Real-time updates on order status, product location and proof of delivery ensured the business had a view into all deliveries in the field.
- Their team could access roll-up reporting on order status, adjustments and compliance across the network.

4

Enhanced Customer Experience

- Efficient routing considered customer service windows, delivery preferences and average on-site time. This provided accurate, efficient routes to the entire network.
- They could customize proof of delivery requirements for each customer.

ROUTEIQUE DELIVERED THESE RESULTS:

Settlement times cut from

17 >>> 2.4 days

1.2 million
miles of wear and
tear on trucks saved

138,000
US gallons
of fuel
saved

96% perfect order rate across the network

25% carbon footprint reduction

75% reduction in paper use

CONCLUSION

Routeique addressed all four of this international food manufacturer's key supply chain challenges.

Its robust suite of tools allowed for faster fulfilment, more visibility, and increased control. This led to shorter settlement times, improved customer experience. Additionally, the manufacturer was able to make significant progress towards their sustainability goals.

In short, despite working with a range of separate distribution partners, the organization gained a level of visibility, insight, and control that allowed them to act as one virtual organization.

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