



Top 3 Beverage Distributor Maximizes Driver Productivity with **GRIDLINE LAST MILE**

One of the country's top three beverage distributors was struggling to get the timely data it needed to optimize delivery routes.

"We didn't have much reliable data to lean on," recalls one of their Logistics Managers. "In trying to plan our daily routes, we were flying blind much of the time. We initially partnered with another vendor, but they couldn't seem to set up a reporting process that would give us exactly what we needed [to measure our routes]."

That's when the company turned to Gridline. The company initially asked Gridline to establish a process for capturing data about actual delivery metrics. The company uses a route optimization solution to pull data from all sales orders and generate daily delivery routes for their trucks. However, the company wanted to use last mile data to develop a more strategic long-term approach to route planning, so they targeted specific numbers for improvement.

Company Business Runs on Data

The company bottles and distributes products throughout the eastern United States. As one of the largest beverage bottlers in North America, the company produces about 90 million cases per year. The company runs a distribution fleet of 650 vehicles to serve 40,000+ customers. Like all large distributors, the business is driven by accurate data.

"Our cases per hour metric takes our total cases delivered and divides it by the number of driver hours we used to make those deliveries," explains the Logistics Manager. "The fewer hours we use to make those deliveries, the greater our profitability. What we were hoping was to bring our planned hours closer to what's actually happening on our routes. If a planned one hour route is actually taking 45 minutes or an hour and a half we need to know that so we can better use our labor and save money."

Productivity Rises, Delivery Costs Fall

Since going live with Gridline Last Mile, this top beverage distributor has been delighted with its results. The company has increased its cases per hour and established an overall lower delivery cost. The company continues to use the data from Gridline Last Mile to optimize its routes.

"We have many static routes where the same driver is making the same 10 stops every Monday," explains the Logistics Manager. "We've been able to use our data from Gridline Last Mile to determine whether that route for that person is too much, or too little. For each truck, along with number of stops and number of cases, we're now able to look at average time spent with customers to make major improvements to our long-term route planning."

Close Partnership Enables a Smooth Implementation

Because the company runs a lean organization, the company appreciated that Gridline offered a turnkey solution that would go live without IT involvement. Another plus was the fact that when drivers enter or leave a delivery zone, Gridline Last Mile detects it automatically without driver intervention. Despite the COVID-19 pandemic, the implementation process went smoothly and finished on time.

Building for the Future

Throughout its route planning and route execution transformation, the company has worked closely with Gridline in an open exchange of ideas and expertise. The company looks forward to achieving even better results in the years to come.

"It's a big step to move to a route analytics provider, but Gridline has made it painless," concludes the Logistics Manager. "They answer questions promptly, their troubleshooting is fantastic, and they're constantly looking for our feedback about how to deploy our features. Their primary focus has been to customize our reporting so that it works exactly the way we wanted. That takes a huge burden off our IT staff and frees us up to work on growing our business. We're looking forward to many more years of partnership with Gridline."

"Gridline was enormously helpful throughout the implementation and provided us with the level of customer support we had previously been lacking," says the Logistics Manager. "There was one part of the project where we had to establish geofences for hundreds of our customers. We expected that to be an arduous task. But Gridline handled it all for us, which was a huge win."

Learn more about Gridline Last Mile and how route analytics can improve your distribution company's performance.

For a demo, call Gridline today at **855.470.0545**, or email **info@gridline.com**.

