DispatchTrack

CASE STUDY

How 1915 South Meets Modern Customer Expectations with DT Agent

At 1915 South, customers don't want to call—they want to text. DT Agent made that possible, and the results speak for themselves.

With 29 stores across the East Coast, 1915 South needed a better way to manage growing delivery-related inquiries without adding headcount. But the real insight came from listening to their customers: people don't want to pick up the phone anymore. They want fast answers, clear updates, and conversations on their own terms.

That's where DT Agent—DispatchTrack's intelligent AI-powered chat solution—came in.

> "Nobody wants to talk on the phone. Customers prefer to text or chat, and **DT Agent makes that possible.** It's faster for them and more efficient for us."
>
> **—Heather Smith**
> Director of Customer Care, 1915 South



DispatchTrack customer since

2012

48
Trucks

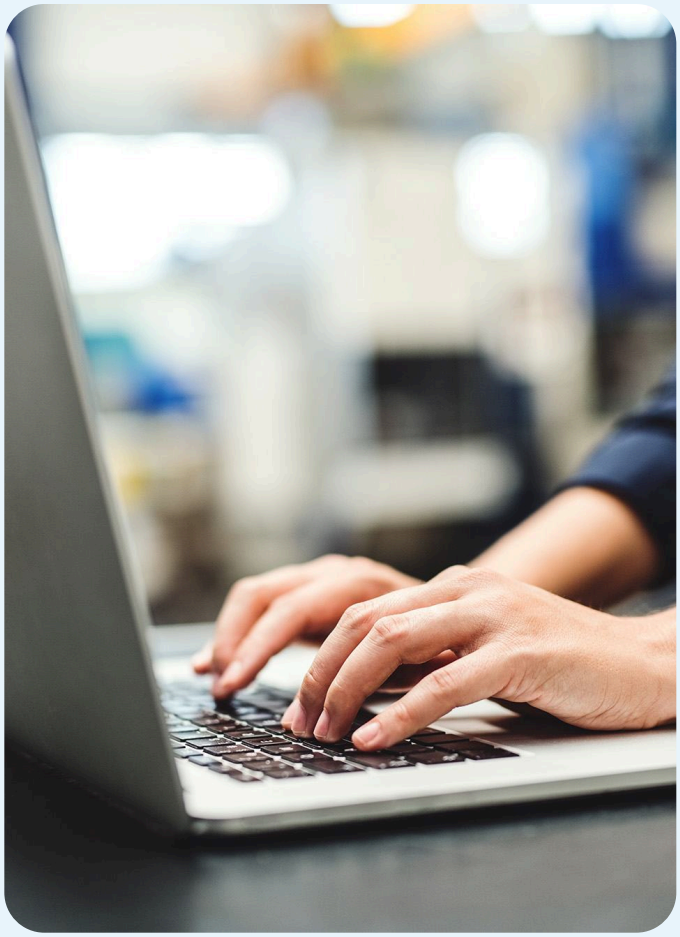
29
Retail Stores

Engaging with Customers From The Comfort of Their Mobile Phone

Heather's nine-person call center frequently received questions such as—"What's my delivery window?" or "Can I leave special instructions?"

Now, those questions are handled instantly through DT Agent. Whether customers text in the evening or chat through the mobile interface, they get real-time answers driven by DispatchTrack's live delivery data—without needing to speak to a human.

> **"DT Agent feels natural to our customers.** It speaks their language—short, to-the-point, and always available"



Easy Rollout, Instant Impact

The implementation took about a week. The team at 1915 South fine-tuned the chat workflows, adjusted messaging, and trained staff on how to escalate complex requests when needed. Customers started engaging more frequently—and more positively—via chat.

In fact, 1915 South saw an increase in survey responses following delivery, with most customers praising the ease and clarity of communication.

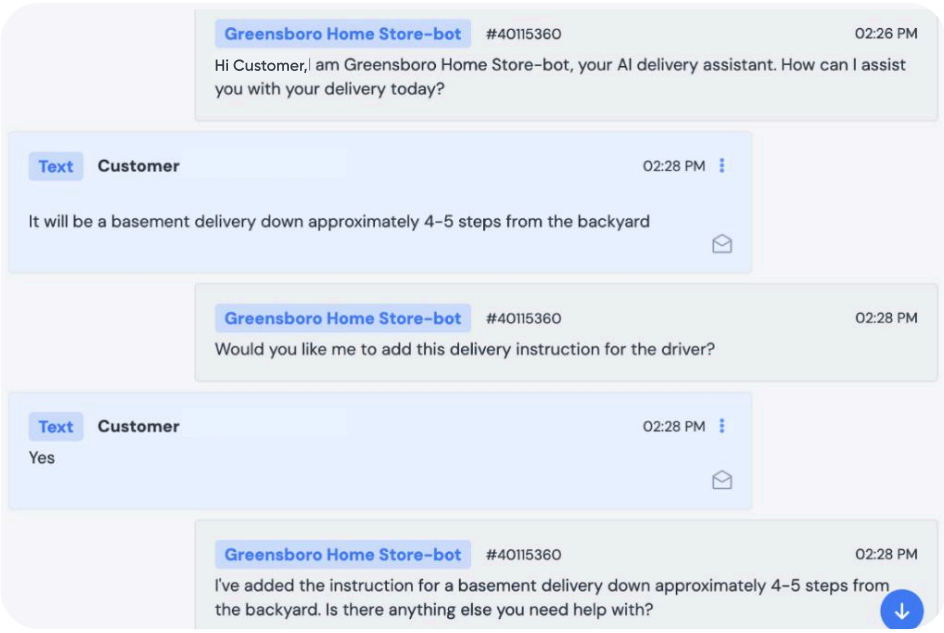
Smarter Support, Less Stress

Thanks to DT Agent, Heather's team no longer spends hours answering routine questions. Instead, they focus on the complex cases where human empathy and problem-solving make a real difference. And along the way, the chat solution has surfaced valuable details—like building access codes and unit-specific instructions—that help avoid delays and failed deliveries.

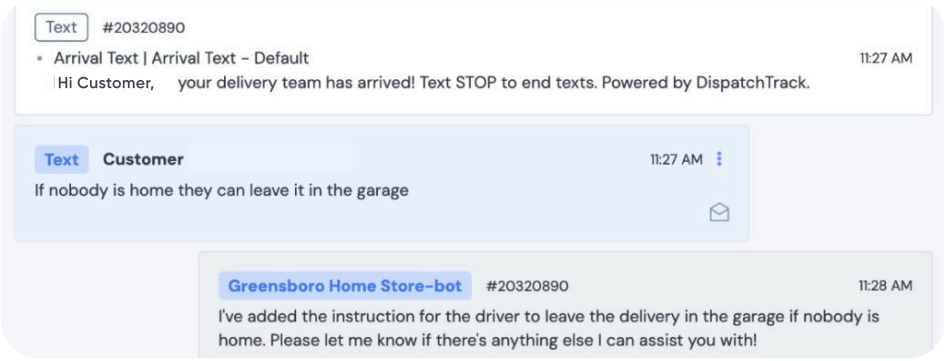


Real Conversations with DT Agent and 1915 South Customers

Use Case 1: Updating and adding delivery notes



Use Case 2: In case nobody's home



What's Next for 1915 South

With DT Agent firmly in place, 1915 South Store is looking ahead to upcoming enhancements:

- Enabling returns and rescheduling through the chat channel
- Creating seamless handoffs between sales, dispatch, and delivery support
- Developing smarter escalation workflows to route high-touch cases to live agents

They're also working with DispatchTrack to expand branding within the chat experience—ensuring every touchpoint aligns with 1915 South's commitment to service excellence.



"People don't just expect fast answers—they expect them on their phones, in real time, without friction. That's what DT Agent gives us."

— Heather Smith
Director of Customer Care