DispatchTrack

CASE STUDY

CBC MOVING

CBC Moving Scales Smarter Customer Engagement with DT Agent

Company Overview

CBC Moving is a third-party logistics (3PL) provider known for its dependable service and regional delivery excellence. Based on the West Coast, the company supports clients across industries—from retail fixtures to complex home deliveries. As a customer-focused business, CBC strives to streamline communication and provide consistent, responsive service.

The Challenge

With a distributed team managing delivery operations across multiple cities, CBC Moving faced a growing challenge: incoming customer questions—most of them repetitive and low-touch—were clogging internal channels and distracting teams from urgent delivery needs.

Each team was responsible for responding to delivery inquiries within their region, creating a fragmented and manual process that often took valuable time away from more complex escalations.

> "Most of the messages we were getting were simple things like, 'What time is my delivery?' or 'Are you on your way?" said Cesar Bermudez, Owner of CBC Moving. "They weren't hard questions, but they were slowing us down."



DispatchTrack customer since

2015

About CBC Moving

Location:
West Coast USA

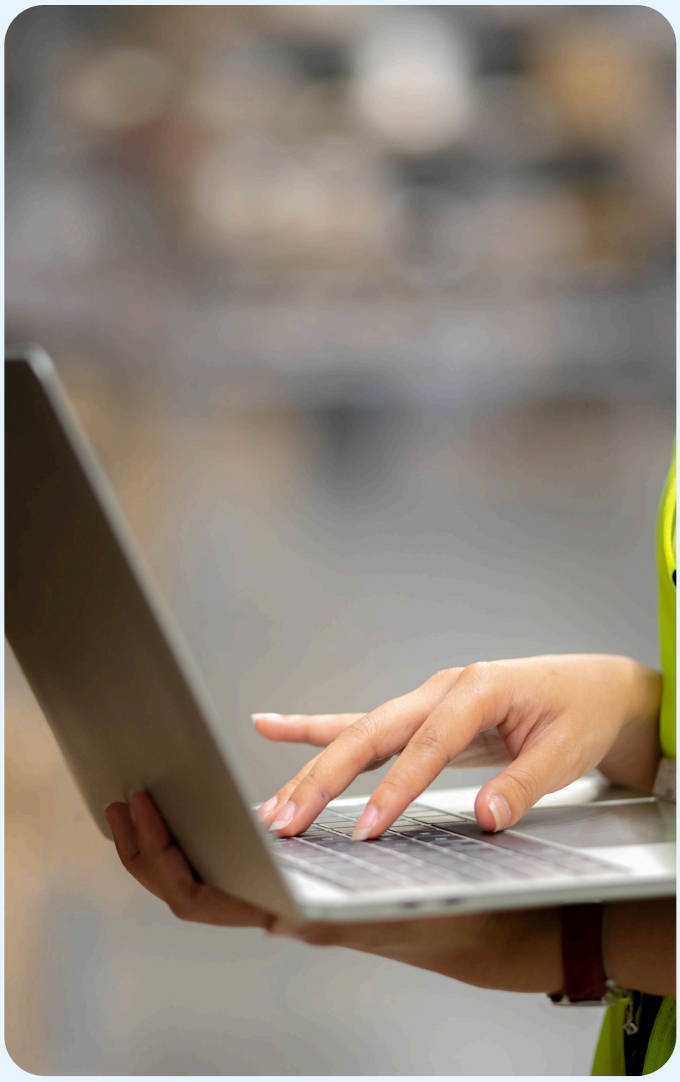
Fleet Size:
15 trucks

Services:
Regional third-party logistics, home delivery, business-to-business fulfillment

The Solution

CBC Moving prided itself in the responsiveness and professionalism of its operations so it was important for Cesar and his team to address all customer calls, regardless of its purpose.

CBC implemented DispatchTrack's DT Agent, an AI-powered chat assistant designed for delivery communication. DT Agent uses natural language processing to understand and respond to questions automatically, without requiring human input.



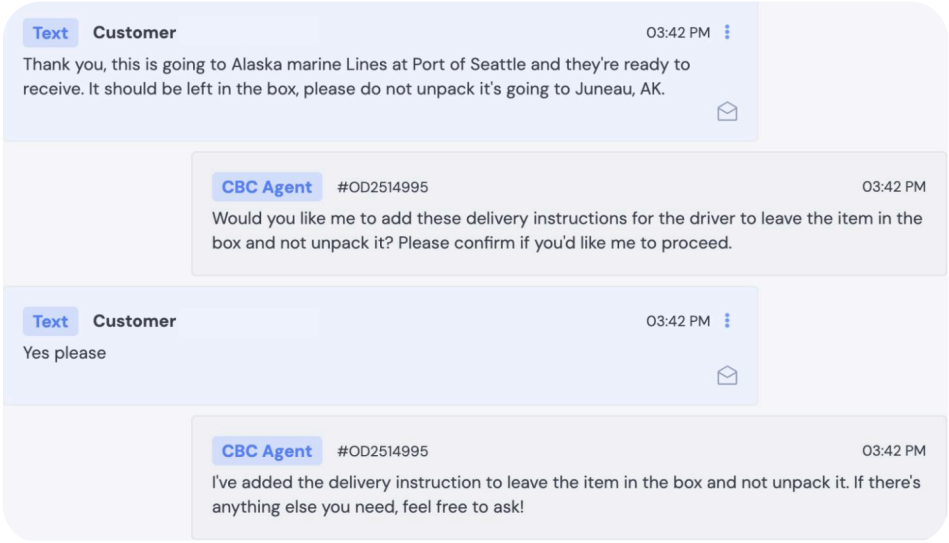
"The courtesy and tone is great, the responses are clear, and it even adds notes directly to the driver," Cesar said. "That eliminates miscommunication and keeps everyone aligned."



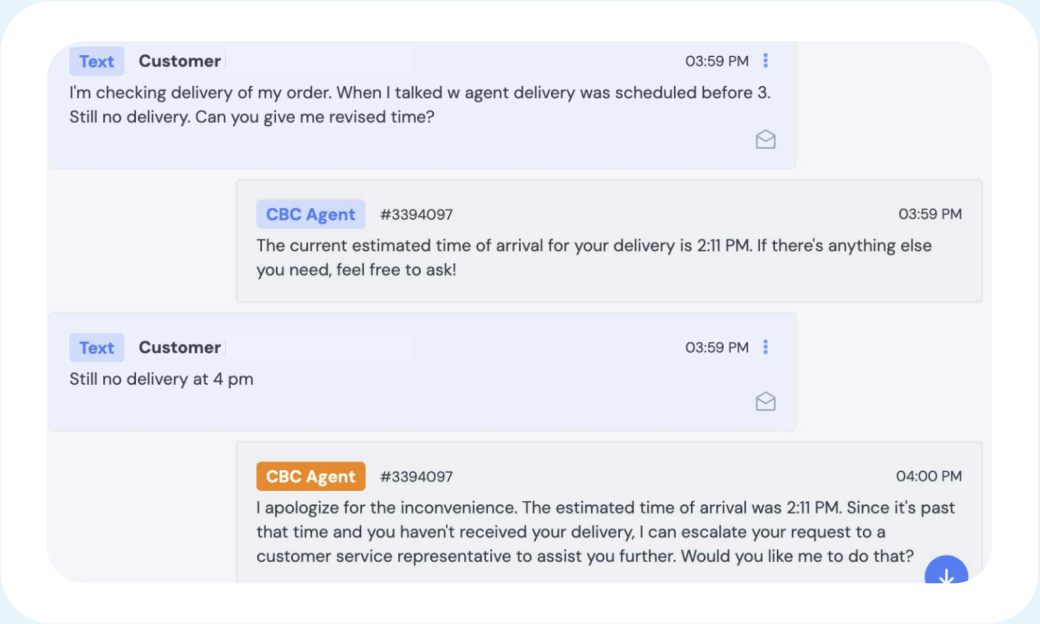
Cesar Bermudez
Owner of CBC Moving.

Real Conversations with DT Agent and CBC Moving Customers

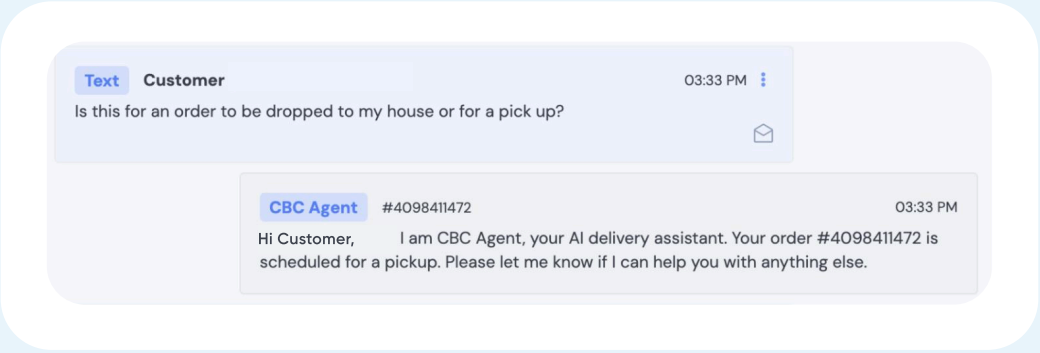
Use Case 1:
Updating and adding delivery notes



Use Case 2: Confirming ETA with escalation



Use Case 3: Confirming Pick Up



Early Results

- 70% of customer inquiries handled automatically by DT Agent, freeing up time for human service agents to address escalated cases requiring a personal touch
- Within weeks, a 30% reduction in customer inquiry resolution time
- Improved consistency and accuracy in notes relayed to drivers
- Enhanced brand trust through courteous, intelligent customer communication