DispatchTrack

CASE STUDY

PulseFinalMile

The Challenge: Scaling Final Mile Logistics for a Key Client

Pulse Final Mile is a trusted final mile broker, managing high-volume logistics for major retailers and manufacturers across the country. With an extensive network of Network Carrier Partners (NCPs), Pulse ensures a seamless delivery experience with a focus on efficiency, reliability, scalability, and customer satisfaction above all else.

When a key client—the leading global electronics brand Samsung—expanded its nationwide delivery program, Pulse Final Mile was selected to support the initiative. This required handling high volume deliveries, ensuring real-time order tracking, and maintaining an exceptional customer experience.



DispatchTrack customer since

2023

85
trucks and growing

60-pt
increase in NPS (to 85)

4%
increase in on-time deliveries

5%
increase in completed deliveries

Pulse knew that scaling to meet this demand would present several challenges:

- **Rapid Growth:** The client's expansion required Pulse to quickly ramp up in a short period of time without true systems infrastructure in place.
- **Strict Performance Metrics:** Maintaining high on-time delivery rates, customer satisfaction all while reducing touches, damages and providing real-time visibility was critical to this mission.
- **Technology Integration Gaps:** The existing dispatching process lacked the automation and real-time updates needed for large scale execution.
- **Diverse Service Levels:** Deliveries included basic threshold, white glove and high-value deliveries amongst other service types, requiring a system that could efficiently manage these variations and provide consistent reporting and visibility.

To meet these demands, Pulse Final Mile needed a scalable, intelligent logistics solution–one that could adapt to increasing volume and variability in service types while maintaining operational efficiency.

That's where DispatchTrack came in.

The Solution:

Powering Growth with DispatchTrack

To support the rapid expansion of Samsung's final mile program, Pulse Final Mile partnered with DispatchTrack to optimize its operations.

By implementing real-time routing, automated dispatching, and analytics-driven performance tracking, Pulse transformed its delivery process, enabling:



Seamless Scalability:
Pulse expanded to support its growing customer base across multiple regions daily.



Optimized Route Efficiency:
DispatchTrack's dynamic routing cut down transit times and helped meet the client's strict on-time delivery goals.



Enhanced Visibility & Tracking:
Real-time updates allowed Pulse to track every order, reduce delays and proactively manage exceptions before they became customer issues.



Streamlined Communication:
Automated notifications kept all stakeholders informed, ensuring smooth coordination at every touchpoint.



Data-Driven Decision Making:
Detailed performance reporting enabled Pulse to identify and address inefficiencies, improving customer satisfaction, on-time, and completion scores.

The Results:
A High-Performance Last Mile Solution

All of the above added up to significant business impact for Pulse Final Mile. Specifically, DispatchTrack helped them to achieve:

- **60-point increase in NPS (to 85)**
- **4% increase in on-time deliveries**
- **5% increase in completed deliveries**

This has helped them keep Samsung happy and lay the foundation for smart, sustainable growth.



Testimonial

"For those of you who know me and the Pulse team – you know that data is king. Making real-time, informed decisions is what sets us apart. We're the best in the business, but we don't get there alone. DispatchTrack has been a game-changer and game-creator in our growth, delivering custom solutions and unmatched adaptability. Their ability to innovate, move fast, and evolve with us has been key to our success in Delivering the Difference. In this industry, execution is everything-and with DispatchTrack in our corner, we stay well ahead of the game."

"I have had the privilege of working with DispatchTrack since 2011. Their innovative solutions have transformed the final-mile space by providing seamless and highly effective software tailored to the industry's unique needs. For too long, the final mile sector has lacked scalable, evolving technology solutions. DispatchTrack has filled that gap. As an integral partner to Pulse, DispatchTrack enhances our operational efficiency, allowing us to remain focused on our mission of Delivering the Difference to our customers' homes."



Chris Belson
Executive Vice President,
Pulse Final Mile, LLC.



Armando Chavez
VP of Information Technology,
Pulse Final Mile, LLC.