



CASE STUDY

Reducing Distribution Costs for a South Florida Produce Supplier

Learn How Freedom Fresh Saved \$120,000+ by Streamlining Their Technology with DispatchTrack



"With DispatchTrack, all the information is right there. We can add stops, deliveries, and pickups to a route on the road instead of having to call the driver—reducing time on the phone for both the transportation department and driver. Between GeoTab integration, asset management functionality, and the driver behavior app, we can easily track exceptions and communicate with the driver in real time. DispatchTrack has helped us save more than \$120,000 in 2 years—and that's before we even put a number on the time savings..."

-Jimmy Perez, Vice President of Operations at Freedom Fresh

35

box trucks, refrigerated vans, and trailers in the Freedom Fresh fleet

45 DRIVERS

among a team of

160+

employees

3 DIFFERENT SOLUTIONS

required to handle routing, telematics, and asset management

2 WEEKS

training time to get new team members ready to use their legacy routing system

\$120,000

saved in 2 years after switching to DispatchTrack

ABOUT FREEDOM FRESH

Freedom Fresh has been providing fresh produce and high quality service to South Florida since 2001.

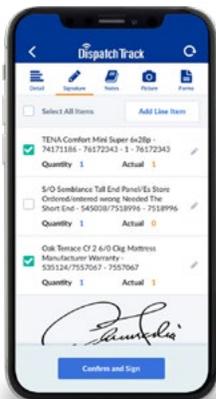


In that time, they've grown from a small team servicing wholesale and retail to a full-service outfit that can compete with big box distributors. The company serves cruise ships across all the ports in Florida, exports to the Caribbean and Central and South America, and delivers to restaurants, hospitals, retirement homes, universities, schools, office buildings, event planners, country clubs, professional sports teams, stadiums, arenas... **in short: anyone in need of fresh produce.**

THE CHALLENGE

In a nutshell: Freedom Fresh's technology stack was costing them money.

The company had to use three separate software solutions to gain insights into—and manage—their deliveries: one for telematics and compliance, one dedicated to asset management, and an entirely separate system just for routing. These solutions didn't integrate easily with one another—which meant that **dispatchers and other team members were constantly switching between three screens in three different solutions, just to get a snapshot of their current delivery runs.** Under these conditions, it was impossible to be proactive about exception management or customer service.



Driver mobile app communicates in real time as delivery statuses are updated.

THE SOLUTION

By switching to DispatchTrack, Freedom Fresh was able to replace their three disparate solutions with a single intuitive dashboard.

The driver mobile app communicates in real-time back to the dispatcher's portal as delivery statuses are updated in the field, which enables the solution to give users a clear view of the status of each delivery as the day progresses. All of this is built upon a bedrock of highly-accurate targeted, static, and dynamic routing.

Where routing itself used to be one of the thorniest tasks that staff had to deal with, now it was so easy—just load the orders into DispatchTrack and let the system do the rest—as to be a secondary concern. This meant that dispatchers could focus on monitoring orders, routes, and drivers—all of which they could visualize at a glance from the main dashboard. This meant that their people were now able to focus on taking care of their customers.

“Rather than tracking three screens to get the job done, they could utilize a single dashboard to get a top-down overview of what was happening in real time.”

DispatchTrack’s solution empowered users to:

- Efficiently route deliveries based on customer time windows and commitments
- Employ static or dynamic routing (or both via a hybrid routing model) based on volumes and changes within the business
- Build and develop customized delivery plans based on historical peak shipping periods
- Receive automated alerts as delivery exceptions occur—allowing dispatchers to be proactive in communicating with customers to resolve issues quickly.
- Assign new stops or pickups to drivers through the app without lengthy and cumbersome phone calls
- Provide customers with up-to-the-minute visibility into where their orders were at any given moment
- Immediately visualize photos and delivery notes (which can be easily provided by the driver for any order at the time of delivery) right on the management dashboard.

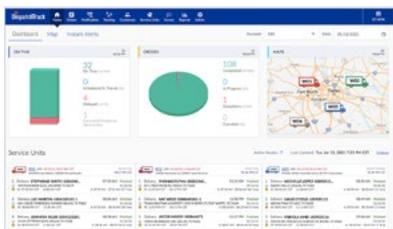
Because the process was so effectively streamlined, dispatchers could finally gain enough control over the last mile to be truly proactive.

THE RESULTS

In addition to offering a robust feature set, DispatchTrack boasts an incredibly intuitive UX.

This meant that instead of requiring multiple (costly) weeks of training before they could get the hang of routing, asset tracking, and compliance monitoring, back-office staff could get started almost immediately.

Rather than tracking three screens to get the job done, they could utilize a single dashboard to get a top-down overview of what was happening in real time.



Single dashboard to get a top-down overview of what was happening in real time.



\$120,000
in savings



2 YEARS
after switching to
DispatchTrack



2.7X ROI
cost savings added

All of this combined to create a powerful impact on Freedom Fresh's business:

- Streamlining their technology to use a single platform instead of three separate solutions helped significantly cut down their technology spend and saved time across the board.
- More efficient routes—which could be updated in real time—meant that drivers could make more stops in a given day.
- With the proof of delivery features in the mobile app, billing and settlement became less labor intensive.
- Automated alerts and information transparency between dispatchers, drivers, and customers significantly reduced phone time and its associated costs.
- DispatchTrack made it easy to determine cost per delivery as needed—which put Freedom Fresh in an even better position to take better control over their costs.

All in all, the improvements in visibility and ease of use that DispatchTrack powered led to \$120,000 dollars in savings over 2 years from reduced operational costs, new efficiencies, and inventory shrink alone. Accounting for the cost of the DispatchTrack system, these cost savings added up to a 2.7X ROI.



DispatchTrack

DispatchTrack is a leading provider of SaaS solutions for food distributors, furniture retailers, and anyone else who struggles to optimize the last mile. Our streamlined and intuitive user dashboard provides the real-time visibility that dispatchers need to keep track of their deliveries and proactively manage them.

Among the platform's many features, we offer modular tools for self-scheduling, route optimization, customer communication, real-time tracking and ETA, proof of delivery, and delivery network intelligence and analytics.

With customers across North America, Europe, South America, and Asia, DispatchTrack is used by thousands of businesses of all sizes and many multi-billion-dollar enterprises across a wide range of industries. More than 180 million scheduled delivery experiences are powered by DispatchTrack each year. **For more information, [contact us now](#) at 1-866-437-3573 or sales@dispatchtrack.com.**