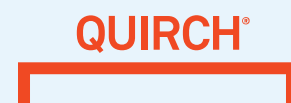


# CASE STUDY



## Smarter Growth with the Right Technology

Over the past 55 years, Quirch Foods has become one of the largest distributors of food products in the U.S., Latin America, and the Caribbean, bringing their passion for service to a diverse portfolio of supermarkets, foodservice distributors, processors and manufacturers, cruise lines, and restaurants.

Quirch was on the hunt for a better way to manage the delivery of multiple brands and types of food and beverages within the same workflows. At the same time, they wanted the ability to route from centralized and distributed locations. To make that happen, they knew they needed a true technology partner that could **cut through the complexity of their growing business and help optimize both cost-to-serve and customer service.**

DispatchTrack  
customer since  
**2018**

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**400+**

trucks across 21  
distribution centers

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**7000+**

stops per day

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**400%**

increase in fleet size  
since 2020

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Daily time spent  
routing reduced by

**>50%**



# The Solution

By partnering with DispatchTrack, Quirch was able to implement a solution that was purpose-built to handle the complexities of large scale food and beverage distribution.

## Our solution offered:



Rapid what-if scenarios for easily testing and optimizing new distribution plans.



Delivery costing capabilities to help planners prioritize stop profitability.



AI-powered hybrid routing to blend static route planning and dynamic route optimization in record time.



Improved data integration, visibility, and intelligence via streamlined API calls



Enhanced visibility—for planners and customers—via photo proof of delivery and live tracking.



Robust integration with telematics solution (Samsara) and other systems

# The Results



**Efficient route planning in less than half the time**



**Automated pre-routing and route start alerts for customers**



**Improved POD via integration with onboard sensors**



**Scalable year over year growth**

By enabling them to create delivery routes significantly more quickly, DispatchTrack's solution helped Quirch **maximize capacity utilization and service** their customers more efficiently. This helped them to bring new businesses like Colorado Boxed Beef, Butts Foods, and others into the fold **without risking service interruptions or late deliveries** to important customers. The result was a strong foundation for continued business growth.

DispatchTrack's hybrid routing allows us to create **more efficient routes** in radically less time. And the results were immediate. We boosted our route efficiency, which translated into immediate savings.

## Luis Porto

*Director, Operations Development at Quirch Foods*

