

# CASE STUDY



## CUSTOMER-CENTRIC GROWTH

Large furniture retailer supercharges growth by boosting customer focus.

### Why change?

- Delivering exceptional customer service drives the company.
- But no tools existed to update customers.
- Existing routing software was inflexible and difficult to use.

### How is Dispatchtrack helping?

- Automated alerts keep customers informed.
- Live customer order tracking further streamlines customer experience.
- Real time visibility enables proactive customer service on day of delivery.

DispatchTrack  
customer since  
**2013**

“DispatchTrack is more than just fleet management, it’s customer satisfaction management. It’s been a game changer.”



**Tony Mitchell**

Warehouse General Manager

