DispatchTrack

Predictable, Profitable Deliveries with Logistics Native AI



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Introduction:

Successful logistics businesses are obsessed with their customers. One of the most important things to your average VP of Logistics is the delivery experience being offered to the end customer—whether that's a consumer working on a home improvement project or an overworked general contractor who needs to keep their jobsite on schedule.

In a world where delays are common and visibility is hard to come by, customer experience is the type of thing that can keep someone up at night.

And that's precisely why so many logistics professionals look askance at the amount of AI plastered onto the website of the average software solution. Studies are showing that people are already "sick of talking to AI," and the last thing you want to do as a logistics leader is leverage technology that's ultimately going to annoy the exact people that you're trying to delight.

At the same time, efficiency isn't getting any easier to achieve. Oil price volatility alone means that managing delivery costs is much harder than it's ever been, and customer expectations are at an all time high. Leveraging powerful delivery technology is an absolute must when it comes to managing a complicated delivery network and delivering exactly what you promised. Increasingly, powerful delivery technology means AI.

How do delivery operators navigate this potential minefield? How do you make sure you're doing everything within your power to use the right technology to provide a great experience and keep your costs in check, all without doing anything that's going to annoy your customers?

At DispatchTrack, we're committed to innovation in the field of AI. Our customers are already using AI to delight their customers. Not only that, but they're using it to reduce costs, improve delivery outcomes, and increase predictability and visibility across the last mile.

How? By developing logistics native AI that's built for the last mile.

In this article, we'll cover what that actually means, why you should care, and how this impacts the world of logistics.

02 What Does Logistics Native AI Mean, and Why Should You Care?

Logistics native AI isn't just another buzzword to add to the list. It's a concept that's crucial to differentiating between AI-based capabilities that have been built using logistics-related data in a way that's integral to logistics-related processes.

Here's a few things that aren't examples logistics native AI:

- Using a standard LLM (think ChatGPT or Gemini) trained on public data to auto-generate messages within your customer communicating capabilities.
- Putting a chatbot on your website that can only parrot back information from your FAQ or handle very simple interactions.
- Using software that's mostly been vibe-coded via Claude

Conversely, when a software provider is using proprietary delivery data to develop custom LLMs and deploying multi-agent architecture to break down complex logistics-related tasks into seamless AI workflows—that's logistics native AI.

The bar we're setting here is pretty high. The fact it requires proprietary logistics and delivery data means that starting from scratch isn't really an option—a solution with deep logistics roots will always beat out a startup that was founded 15 minutes ago in this regard. At the same time, older technology providers need to stay innovative—they need to have flexible architectures into which AI can be embedded.

It's a tough needle to thread—but it's something that logistics leaders should actually take note of. Why? Because the difference in logistics outcomes is significant.

Bolting AI features onto existing functionality might help out in one-off use cases or put a bandaid over a simple challenge. But logistics native AI that seamlessly combines logistics data with sophisticated AI capabilities can amplify the power of logistics technology in a scalable way that only becomes more powerful over time.

03 How Is AI Impacting Delivery Planning, Execution, and Documentation?

That's all well and good in theory, but what does logistics native AI look like in practice? After all, it can be hard to distinguish the overarching chatter that's driving logistics AI hype from the practical impacts that are already emerging.

Let's dig into some of the specifics of how AI can actually impact the world of logistics. Here are a few key ways that AI is impacting logistics right now:

01 Route optimization

The most sophisticated AI-powered logistics technology can leverage machine learning and predictive modeling to dynamically improve service time predictions and build smarter, more accurate routes accordingly. This turns guesswork and vagueness into highly accurate delivery ETAs to create predictable customer delivery experiences.

02 Customer engagement

People may be sick of chatbots, but the best customer engagement tools are much more than simple chatbots. AI can power a team of agents with the ability to flexibly respond to customer inquiries. This can include anything from letting a customer know when their order is scheduled to taking a survey after the delivery to updating a delivery schedule within your parameters. This is like having a team of specialists all working together to solve problems, and only escalating to a human when necessary.

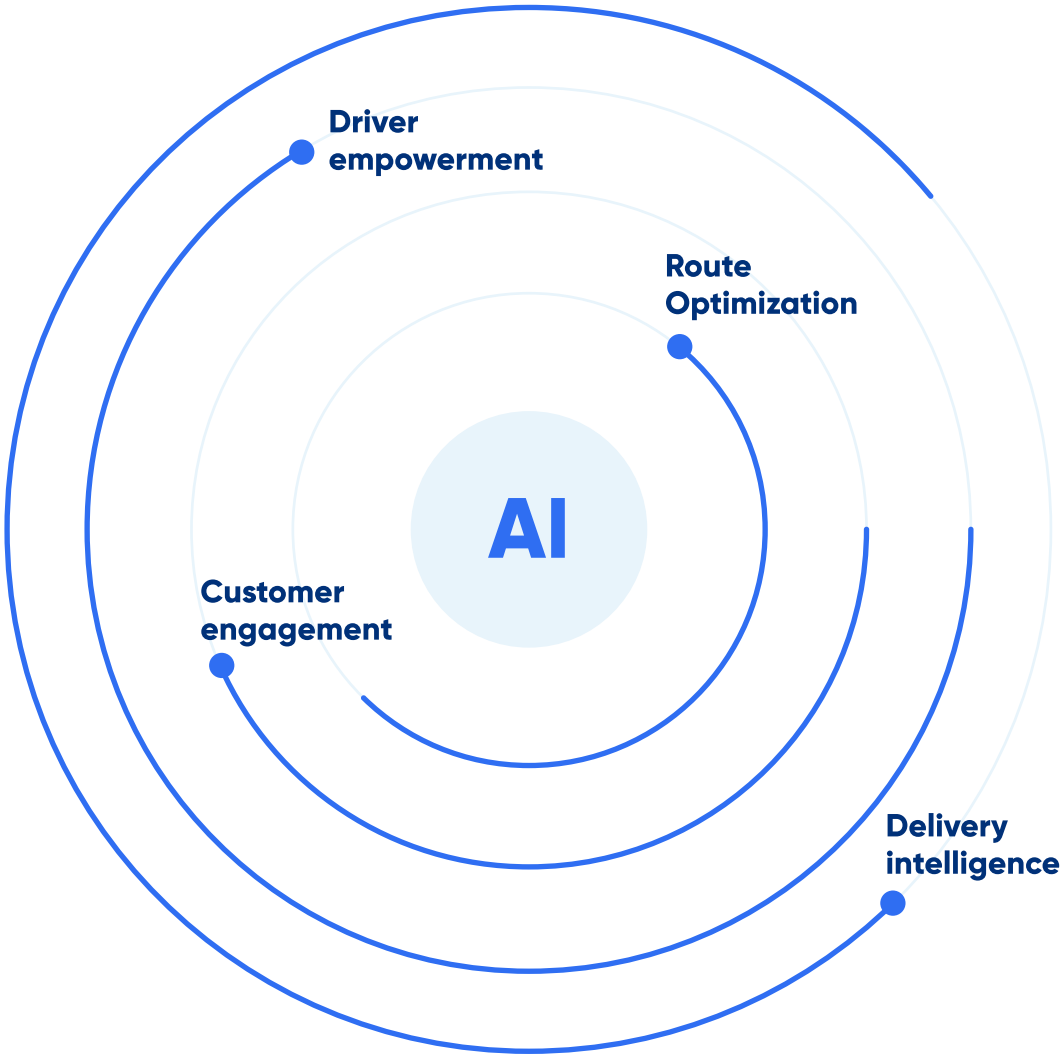
03 Driver empowerment

Drivers need the knowledge and preparation to do their jobs quickly and effectively—and they need the tools to document the work that they're doing. Historically, both sides of this equation have involved a lot of guesswork and uncertainty. But with a logistics native AI mobile application, you can offer drivers auto-generated voice briefings for each stop on their route. This contextual intelligence helps speed up deliveries by ensuring that drivers know about parking, access, and customer requests ahead of time. At the same time, AI can help ensure that drivers are capturing proof of delivery that's actually usable by instantly identifying whether photos contain the right items and show them clearly.

04 Delivery intelligence

The most sophisticated AI-powered logistics technology can leverage machine learning and predictive modeling to dynamically improve service time predictions and build smarter, more accurate routes accordingly. This turns guesswork and vagueness into highly accurate delivery ETAs to create predictable customer delivery experiences.

This list isn't exhaustive by any means, but it's a quick sketch of what we've already seen moving the needle for logistics operators.



04 What Are the Benefits of Logistics Native AI?

At this point you may be wondering what the actual benefits are to these kinds of technology innovations. And it's a reasonable question—logistics native AI is only as valuable as its ability to help reduce costs, boost visibility, and improve customer satisfaction for delivery organizations.

Here are some of the ways that it can do just that:

- Significant reductions in WISMO calls and faster responses to customer queries: This saves your team time and money while improving the customer experience by way of faster answers.
- Greater ETA accuracy and route efficiency: Route optimization is a difficult problem, and when you're able to leverage machine learning to streamline it you can save huge amounts on fuel and labor while boosting performance.
- Improved delivery execution: When drivers are equipped with the right tools, they can more easily get their jobs done—this means they're able to complete more deliveries per day, which can meaningfully decrease cost-per-delivery over time.
- Better delivery documentation: When your proof of delivery is consistently high-quality, you can get paid more quickly and consistently, and you can improve driver morale and retention.
- Smarter, faster decision-making: AI gives you the ability to get instant answers to your questions about what's happening across your delivery and logistics network—that means you can be smarter about how you plan out your resources usage and logistics operations.

Again, we're not offering an exhaustive list—for one thing, it would go out of date pretty quickly. But this should give some sense of how the logistics native AI innovations we sketched out above turn into real-world outcomes that matter to distributors.

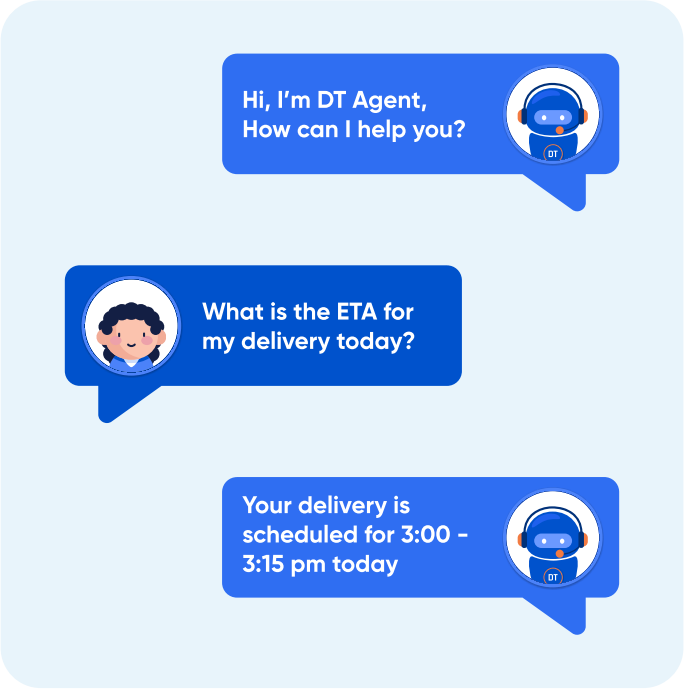


05 How Do We Leverage AI at DispatchTrack?

The reason that we're trying to be thorough in defining logistics native AI is that it's a topic that's close to our hearts. DispatchTrack is an AI-first company, inventing and building logistics native AI systems. We live and breathe AI because we believe that it will fundamentally improve delivery experiences at scale to be frictionless, delightful, and dependable.



We're not newcomers to the last mile space. In fact, we've been helping delivery organizations to reduce costs and deliver on their promises to customers for more than 15 years. In that time, we've gained a huge amount of domain expertise and an amount of real-world logistics data that money simply can't buy.



Rather than resting on our laurels, we've turned around and turned that expertise and data into logistics native AI capabilities that provide visibility and efficiency in every mile, to deliver delightful, predictable customer experiences.

Here's how AI is seamlessly woven in DispatchTrack's platform, and why it matters to logistics leaders:



Our route optimization is built on machine learning and predictive models, which means that it can predict service times and significantly increase ETA accuracy. By replacing static service time estimates with dynamic, machine learning-powered predictions, we're able to offer dynamic ETAs that are consistently accurate within a short window.



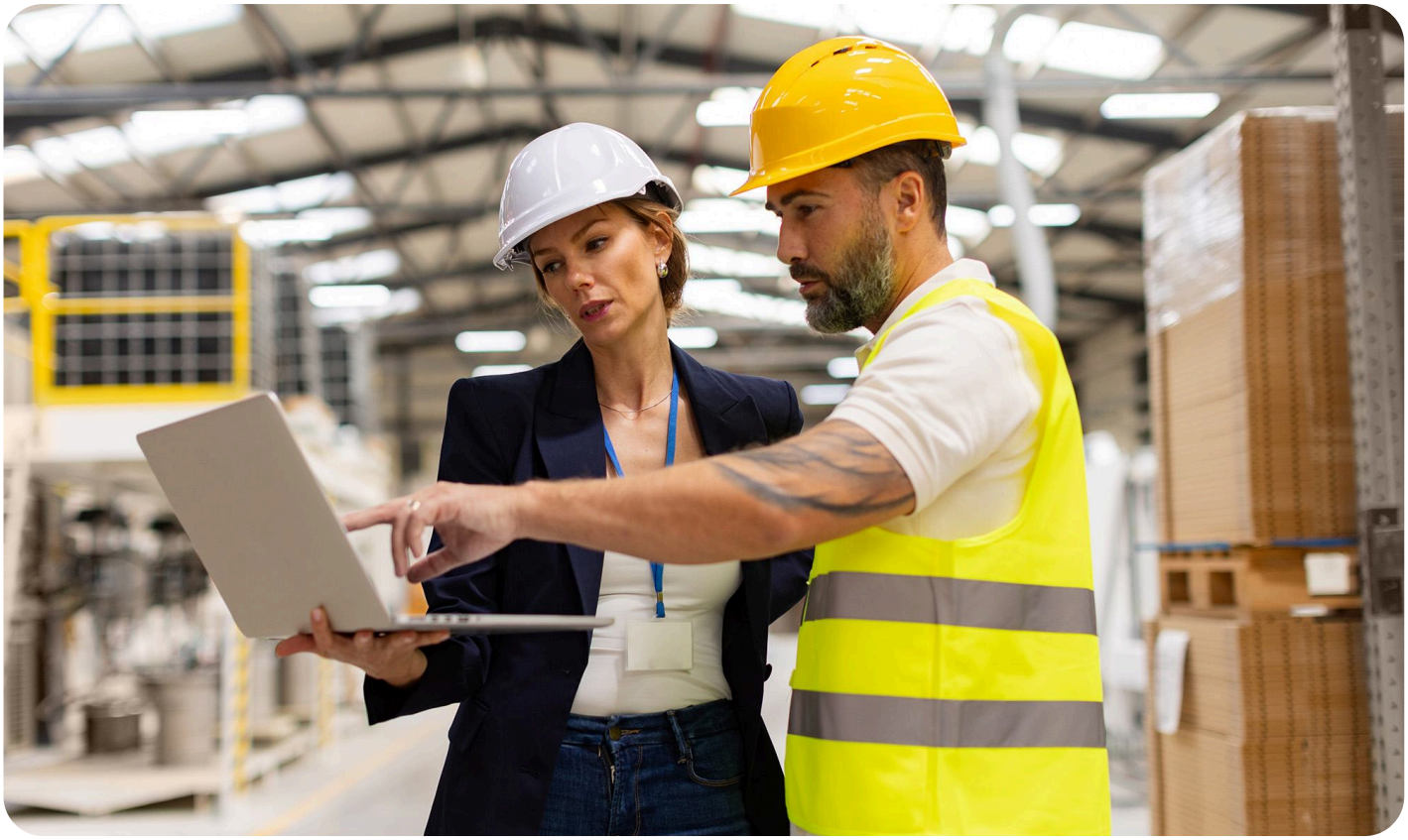
DispatchTrack's Driver AI provides stop-by-stop guidance during route execution, with location awareness and access insights. This helps standardize best practices, reducing dwell time and improving completion consistency in complex delivery environments.



Our enhanced proof of delivery transforms POD from a passive artifact into an active verification system by enforcing photo quality through real-time blur detection and using object detection models to verify that the correct items are present in the delivery capture. This reduces fraudulent submissions and builds credible, defensible records. We also offer dimensional awareness to measure site constraints—such as door widths and wall space—during the delivery process to prevent installation failures and delivery surprises.



Our customer engagement tools rely on a multi-agent architecture that offers elevated, human-grade support to customers. Rather than relying on public LLMs to power chatbots for our customers, we're able to go beyond the capabilities of a typical chatbot to offer seamless support for scheduling, rescheduling, collecting feedback, and more.



All of this is made possible by our commitment to accelerated learning via structured intelligence. With more than 16 years of delivery data in our system, we can innovate faster and with more confidence than the competition. The result is that our AI-powered capabilities actually work—and they actually help logistics operators reduce costs and improve customer experience.

Here's how we've made that happen for some of our customers:

06 Proven Results in Logistics Native AI Deployments

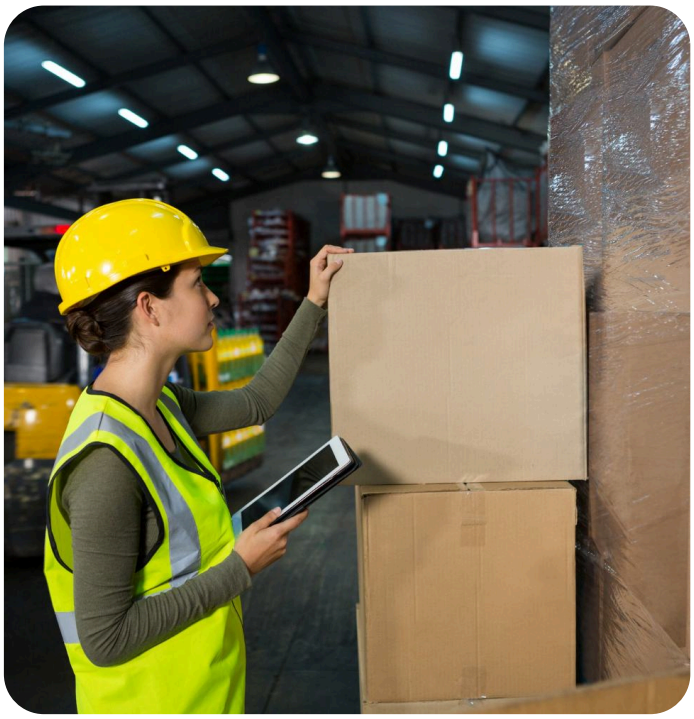
UPDIKE DISTRIBUTION LOGISTICS

DispatchTrack customer since 2020

01 Company Overview:

Updike Distribution Logistics is a Phoenix-based third-party logistics provider specializing in big-and-bulky final mile deliveries, white-glove service, and pool point distribution for leading retailers such as Wayfair. With operations spanning warehousing, asset-based transportation, and final mile services, Updike prides itself on combining operational efficiency with a premium customer experience.

A DispatchTrack customer since 2020, Updike is a valued DispatchTrack customer that has never shied away from embracing our innovative features and has continuously expanded its use of the platform to optimize delivery operations and strengthen client relationships.



02 The Challenge:

With over 90 service units in its final mile fleet, Updike needed a way to empower drivers with timely, location-specific intelligence before they reached the delivery site.

Deliveries often involved complex access requirements such as gated communities, freight elevators, concierge check-ins, military bases, and limited parking. This often led to unexpected delays, rescheduling, and driver frustration.

For a company like Updike—known for its exceptional customer experience—any risk to delivery performance had to be eliminated.

Even a single missed detail could disrupt a route, cause delays, and reduce the number of deliveries completed in a day. These challenges directly impacted route efficiency and even a single missed detail could cascade into lost time and fewer deliveries completed per day.

Updike was looking for a capability within DispatchTrack's portfolio that:

- Delivered real-time, stop-specific instructions directly to drivers
- Helped anticipate and avoid delays before they happened
- Could be rolled out quickly across the entire fleet without disrupting operations

03 The Solution: DispatchTrack's Driver AI

Updike deployed Driver AI—DispatchTrack's AI-powered location intelligence—to all 92 service units. Driver AI delivers short, conversational audio clips before each stop, providing drivers with key details such as:

- Parking availability and traffic conditions
- Gate codes, security requirements, and concierge check-in steps
- Special handling instructions for high-rise or restricted-access locations

The implementation was completed quickly with minimal training required. Drivers could access the audio summaries directly from their mobile devices, and usage was entirely optional—encouraging adoption through value rather than mandate.



04 Key Results:

Immediate Driver Feedback

From the first week, drivers began sharing positive feedback. Many reported Driver AI had reminded them of critical access details they might have overlooked, allowing them to prepare in advance and avoid delays. It proved especially valuable for newer drivers unfamiliar with certain locations, giving them the extra insights they needed to work more efficiently and confidently.

Smarter, Faster Deliveries

Drivers adjusted routes in real time based on road closures flagged by Driver AI.

Advance knowledge of parking or building access steps allowed crews to arrive ready to unload, cutting wasted time at the curb.

Potential for Increased Daily Deliveries

While still early in adoption, Updike sees the potential for each driver to complete one additional delivery per day, a gain that could significantly increase revenue and efficiency without adding trucks or headcount.

"The first time I tested it at a high-rise location, Driver AI nailed every detail—parking, security check-in, gate codes, even the elevator. It's like having a local expert in the cab."



Bernis Berber
Director of Logistics, Updike Distribution Logistics

DispatchTrack customer since 2012

01 How 1915 South Meets Modern Customer Expectations with DT Agent

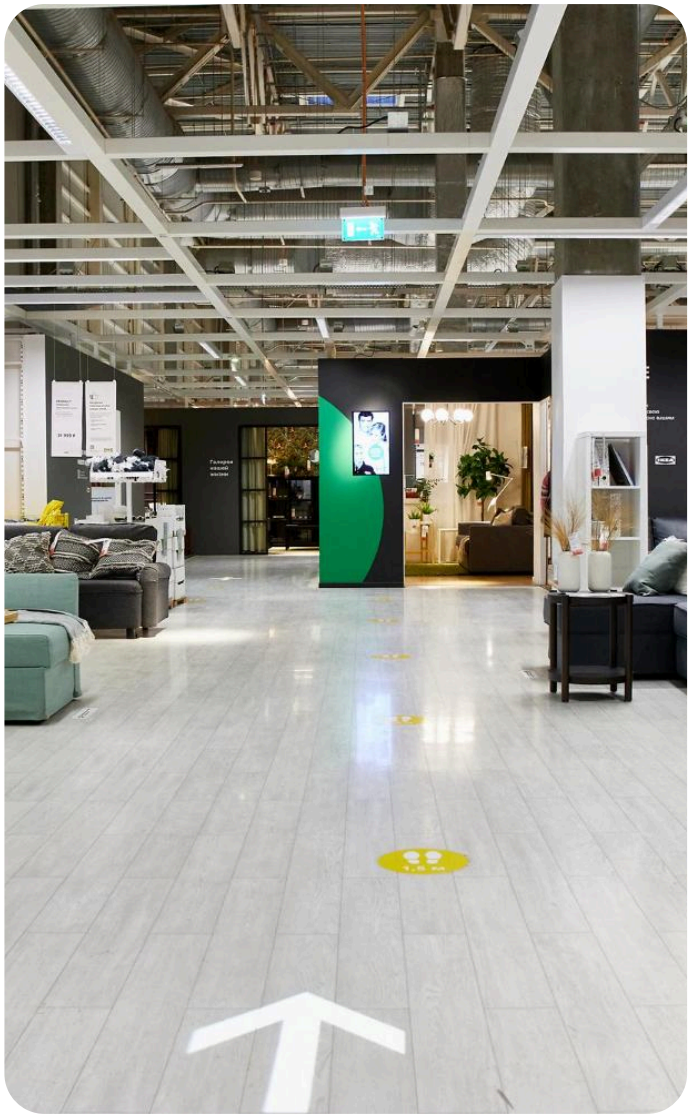
At 1915 South, customers don't want to call—they want to text. DT Agent made that possible, and the results speak for themselves.

With 29 stores across the East Coast, 1915 South needed a better way to manage growing delivery-related inquiries without adding headcount. But the real insight came from listening to their customers: people don't want to pick up the phone anymore. They want fast answers, clear updates, and conversations on their own terms.

That's where DT Agent—DispatchTrack's intelligent AI-powered chat solution—came in.

"Nobody wants to talk on the phone. Customers prefer to text or chat, and **DT Agent makes that possible.** It's faster for them and more efficient for us."

—Heather Smith
Director of Customer Care, 1915 South



About 1915 South

29 Retail Stores

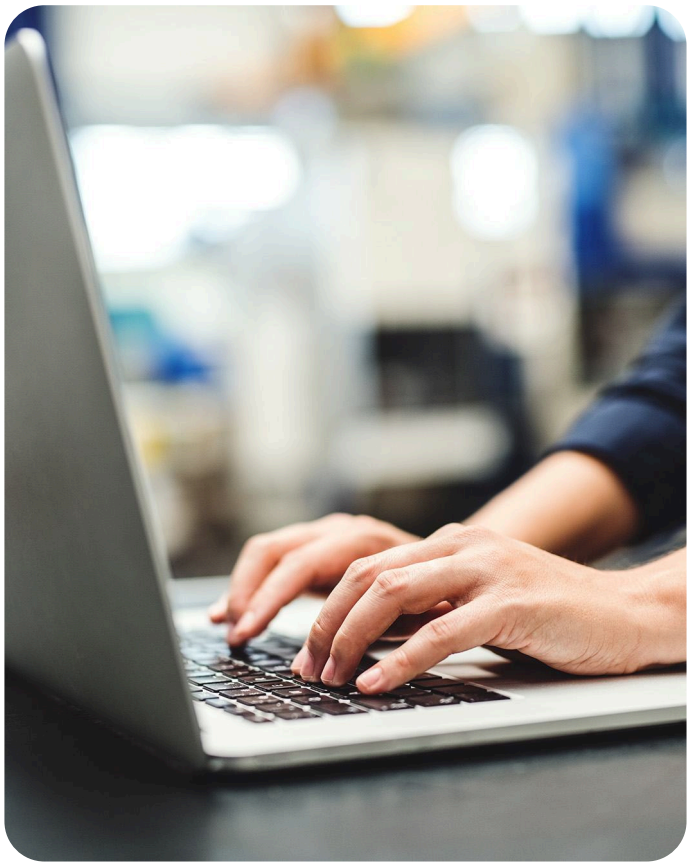
48 Trucks

02 Engaging with Customers From The Comfort of Their Mobile Phone

Heather's nine-person call center frequently received questions such as—"What's my delivery window?" or "Can I leave special instructions?"

Now, those questions are handled instantly through DT Agent. Whether customers text in the evening or chat through the mobile interface, they get real-time answers driven by DispatchTrack's live delivery data—without needing to speak to a human.

"DT Agent feels natural to our customers. It speaks their language—short, to-the-point, and always available"



03 Easy Rollout, Instant Impact

The implementation took about a week. The team at 1915 South fine-tuned the chat workflows, adjusted messaging, and trained staff on how to escalate complex requests when needed. Customers started engaging more frequently—and more positively—via chat.

In fact, 1915 South saw an increase in survey responses following delivery, with most customers praising the ease and clarity of communication.

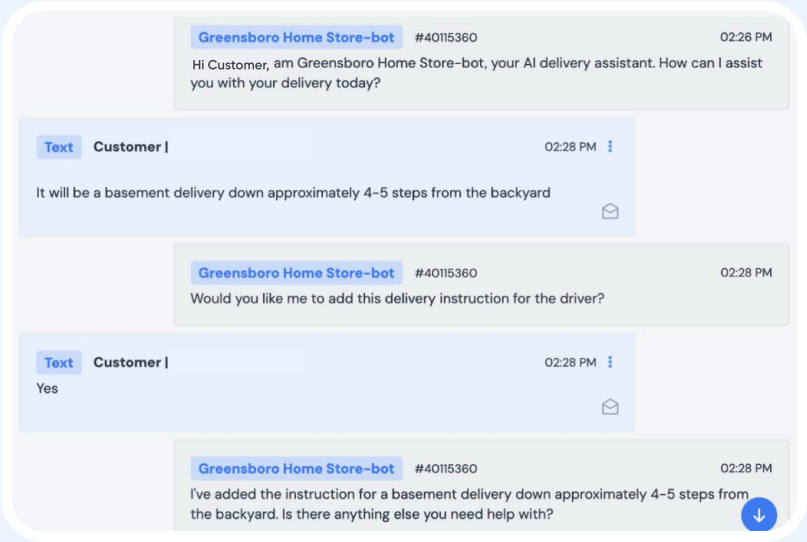
04 Smarter Support, Less Stress

Thanks to DT Agent, Heather's team no longer spends hours answering routine questions. Instead, they focus on the complex cases where human empathy and problem-solving make a real difference. And along the way, the chat solution has surfaced valuable details—like building access codes and unit-specific instructions—that help avoid delays and failed deliveries.

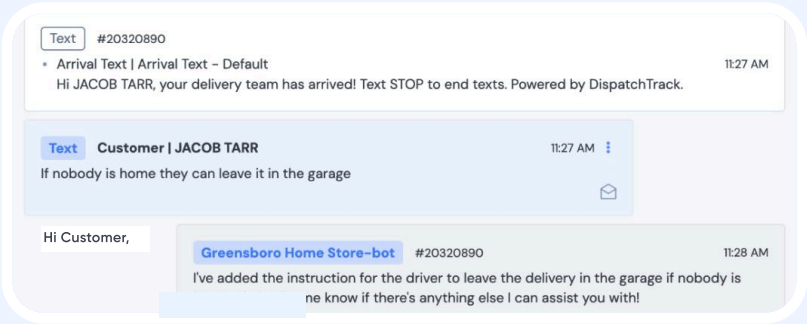


05 Real Conversations with DT Agent and 1915 South Customers

Use Case 1: Updating and adding delivery notes



Use Case 2: In case nobody's home



05 What's Next for 1915 South

With DT Agent firmly in place, 1915 South Store is looking ahead to upcoming enhancements:

- Enabling returns and rescheduling through the chat channel
- Creating seamless handoffs between sales, dispatch, and delivery support
- Developing smarter escalation workflows to route high-touch cases to live agents

They're also working with DispatchTrack to expand branding within the chat experience —ensuring every touchpoint aligns with 1915 South's commitment to service excellence.



"People don't just expect fast answers —they expect them on their phones, in real time, without friction. **That's what DT Agent gives us.**"

—Heather Smith
Director of Customer Care, 1915 South

JETSON

DispatchTrack customer since 2015

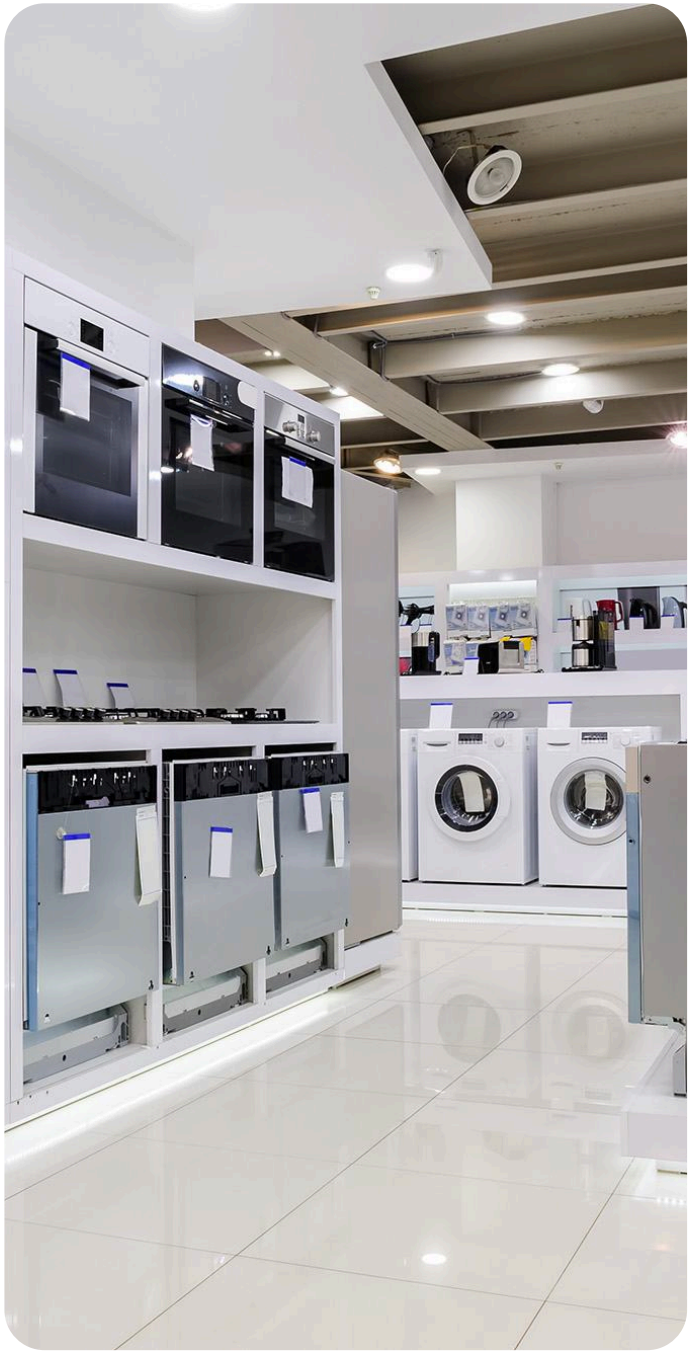
01 Company Overview

Jetson TV & Appliance is a family-run Florida-based retailer with five retail locations, two builder-focused locations, and multiple service divisions covering delivery, installation, and repairs. Known for its white-glove approach to customer service, Jetson has used DispatchTrack since 2015 to manage complex delivery operations.

02 The Challenge

With multiple departments handling deliveries, installations, and service calls, Jetson faced a growing challenge: customers frequently called in with simple but time-sensitive questions: “What time is my delivery?” or “What’s the gate code you have on file?”--each of these questions requiring time-consuming human attention. These queries were often misrouted due to the sheer volume and diversity of inquiries. The result: six team members had to be “on deck” by 8:00 a.m. every delivery day (Monday through Saturday) to field and triage a flood of routine phone calls.

Jetson needed a way to automate these repetitive, low-complexity interactions—without compromising the high-quality experience their customers expected.



05 The Solution: DispatchTrack's DT Agent

Jetson rolled out DT Agent—DispatchTrack's AI-powered customer engagement assistant—on its delivery operations. The goal was to deflect routine inquiries via SMS-based automation while enabling seamless human escalation for more complex requests.

Key capabilities included:



Automated responses to delivery windows, item lists, and ETA queries



Proactive evening outreach to confirm address or contact details



Two-way message capture for gate codes, drop-off preferences, and special instructions



Instant escalation routing to the correct department via email notification

Jetson internally branded the solution "JetBot" to align with their customer-facing identity.

06 Key Results

✅ **80% call deflection:** Jetson estimates 70–80% of routine inquiries (previously handled via phone) are now managed automatically through DT Agent.

✅ **An estimated 1,872 labor hours saved annually:** Previously, six team members spent one hour each morning addressing inbound calls. Today, the same volume can be managed by just one or two people.

✅ **Improved first-attempt delivery success:** Customers now share gate codes and address corrections proactively—reducing delays and driver frustration.

✅ **Faster customer response times:** Even after business hours, DT Agent keeps responding—ensuring better coverage and peace of mind.

07 Other Important Wins

Jetson found DT Agent to be more than just a deflection tool—it also streamlined how customers shared critical information. The bot captures details like gate codes or parking instructions and routes them directly to the work order or driver notes without manual intervention. As a result, drivers save 15–25 minutes per delivery on average, reducing frustration and maximizing route efficiency.

Encouraged by this success, Jetson is now expanding DT Agent to their service department, where 33 technicians will soon benefit from the same level of automation and responsiveness.



"It's pretty astonishing how much call volume DT Agent has eliminated. What used to take six of us at 8 a.m. now only takes one or two people—and the customer gets a better, faster response."

-Scott
Operations Manager
Jetson TV & Appliance

Conclusion: Logistics Native AI, Built for the Last Mile

For logistics leaders, charting a path forward for using AI to its fullest—without getting customers' nerves or adding unnecessary risk to operations—can seem tricky. But if you prioritize logistics native AI deployments, you can reap all of the benefits of the technological innovation in machine learning and multi-agent AI.



At DispatchTrack, we offer logistics native AI that's built for the last mile in all its challenges and complexities. We pair our considerable last mile experience with a commitment to innovation. The result is sophisticated AI capabilities that help you provide expert-level support to your customers, run smarter and more accurate routes, and achieve greater predictability and visibility throughout your logistics operations.

About DispatchTrack

DispatchTrack offers logistics native AI, built for the last mile. We help 2,500+ global brands reduce costs, gain visibility, and delight their customers.

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