Case Study: Berk Enterprises

Introduction

This case study of BERK ENTERPRISES INC. is based on a October 2015 survey of Omnitracs customers by TechValidate, a 3rd-party research service.

> "We now know where each driver is on every route and are able to determine the cost associated with each stop. We also have an overview of miles driven, stops delivered, and costs. The solution has great reporting."

Challenges

- Realized that a routing and/or dispatching tool were needed because of the following:
  - Rising overall transportation costs
  - Unable to effectively manage the increasing volume of orders
  - Needed better daily driver performance management
- Reason for purchasing Roadnet Anywhere over a competitor:
  - Software is easy to implement, understand, and to use

Use Case

- Roadnet Anywhere features utilized to make a direct impact to your business:
  - Standard routing
- Roadnet Anywhere feature that made you successful in increasing efficiency & accountability while reducing costs:
  - Routing algorithms to create low-cost routes while adhering to various business constraints
- Reasons for choosing a SaaS product for routing and/or dispatching:
  - There was no need for IT involvement to get up and running
  - The software is always current because upgrades are applied automatically
  - There are no large up-front costs

Results

- Benefits achieved after using Roadnet Anywhere:
  - Reduced excess route mileage
  - Decreased overtime hours
  - Reduced time spent routing vehicles
  - Eliminated or reduced unplanned stops
  - Increased utilization of vehicles by adding additional stops
  - Provided greater visibility into the costs of their routes and servicing their customers
- Roadnet Anywhere has improved route efficiency for the following:
  - Reduced total miles driven: 21-25%
  - Reduced labor cost per stop: 16-20%
  - Decreased number of routes per day: 16-20%
  - Reduced billing cycle: 16-20%
- Roadnet Anywhere makes your business more profitable by:
  - Reducing miles run per route
  - Decreasing driver overtime
  - Reducing the number of vehicles needed to service my customers
  - Reducing the time that it takes to route
  - Determining planned arrival & departure times for better customer service
  - Being able to quickly respond to customer inquiries
- Roadnet Anywhere assisted in improving staff efficiency in the following ways:
  - Increased driver productivity: 21-25%
  - Reduced driver overtime: 16-20%
  - Increased customer service productivity: 16-20%
  - Decreased routing time: 21-25%

Company Profile

Company:
BERK ENTERPRISES INC.

Company Size:
Small Business

Industry:
Wholesale Distribution

About Omnitracs

Omnitracs, LLC and its subsidiaries are the leading providers of fleet management, routing and predictive analytics solutions for private and for-hire fleets.

Learn More:

Omnitracs, LLC

Source: Tom Stefanish, Logistics Manager, Berk Enterprises