

# Routing & Dispatching Case Study: Medium Enterprise Food Company

## Introduction

This case study of a medium enterprise food company is based on a October 2015 survey of Omnitrac customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“Using Roadnet Anywhere, we were able to reduce costs while also increasing productivity.”

## Challenges

- Realized that a routing & dispatching tool was needed because:
  - Of rising overall transportation costs
  - They were unable to effectively manage an increasing volume of orders
  - They strove to be more responsive to customer demands
  - They wanted better management of their drivers' daily performance
- Reasons for purchasing Roadnet Anywhere over a competitor:
  - Omnitrac's reputation for outstanding products & success stories from other customers
  - The software is easy to implement, understand, and to use

### Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:  
**Medium Enterprise**

Industry:  
**Food**

## Use Case

- The Roadnet Anywhere features which make a direct impact to their business:
  - Standard routing
  - Rush hour modeling / historical traffic information
  - Location delivery cost information
  - Custom exceptions & exception reporting
  - Actual versus planned reporting & playback
- Roadnet Anywhere features that made us successful in increasing both efficiency & accountability while also reducing costs:
  - Routing algorithms create low-cost routes while adhering to various business constraints
  - GPS tracking relative to the route plan to know where out of route miles & unplanned stops are occurring in order to correct driver behaviors to reduce costs
- Reason for choosing a SaaS product for routing and/or dispatching:
  - The software can be expensed monthly versus depreciated over time

### About Omnitrac

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

#### Learn More:

[Omnitrac, LLC](#)

## Results

- Benefits achieved by using Roadnet Anywhere:
  - Reduced excess route mileage
  - Decreased overtime hours
  - Reduced time spent routing vehicles
  - Increased driver and customer accountability with proof of delivery
- Roadnet Anywhere has improved route efficiency by the following:
  - Reduced total miles driven: 11-15%
  - Reduced labor cost per stop: 6-10%
- Roadnet Anywhere makes business more profitable by:
  - Reducing miles run per route
  - Decreasing driver overtime
  - Reducing the time that it takes to route
  - Determining planned arrival / departure times for deliveries / pickups / customer service
  - Information on where employees and vehicles are at all times
  - Holding drivers accountable to planned routes
  - Allowing us to manage a driver performance program
- Roadnet Anywhere assisted in improving staff efficiency by the following amounts:
  - Increased driver productivity: 16-20%
  - Reduced driver overtime: 6-10%
  - Increased staff productivity: 11-15%
  - Increased customer service productivity: 6-10%
  - Decreased routing time: 16-20%