



MATTRESS GIANT

SAVING TIME AND SERVING CUSTOMERS

Mattress Giant is America's fastest growing specialty bedding retailer. Headquartered in Addison, Texas, Mattress Giant has over 250 stores in 14 states. One region of Mattress Giant, located in the northeastern United States, deals with growing customer demand every day. The delivery operation, supporting two warehouse facilities, was challenged to maintain productive and efficient deliveries, while continuing to provide superior levels of customer service.

Mattress Giant has been able to overcome these challenges by implementing Descartes' Delivery Management Solution, which has greatly simplified and accelerated Mattress Giant's routing and call center processes.

The primary goal at Mattress Giant is to continually provide quality service to an ever-growing customer base. In the delivery operation, the goal is to meet or exceed customer expectations while keeping pace with growing demand. Mattress Giant continually looks for better and faster ways to support this growing customer base with the resources it has, and Descartes plays a large role in making that happen. As a result, Mattress Giant continues to do more business with fewer resources.

“Descartes' method of automatically assigning and separating routes by geographical zones means we don't have to go in and 'untangle' trips. Descartes keeps it simple.”

Mike Lantagne, Warehouse Supervisor, Mattress Giant



Meeting & Exceeding Customer Expectation

The accuracy of meeting delivery windows, planned via Descartes Call Center, was critical for Mattress Giant's drivers to fulfill customer expectations.

With Descartes Call Center, Mattress Giant streamlined their customer calling process, using the service to automatically call every customer prior to delivery to confirm delivery date and time.

"Descartes Call Center has saved us significant amounts of time," stated Mike Lantagne, supervisor for two Mattress Giant warehouse locations. "Not only did we greatly decrease missed deliveries, but we can track exactly when customers sign off on their expected delivery window. Since the implementation of Descartes, we've also seen a significant decrease in incoming calls."

In short, Descartes Call Center enables Mattress Giant to plan and confirm accurate expectations for each and every customer. Descartes' value continues from there by helping Mattress Giant meet, if not exceed, those expectations with fast and efficient on-time deliveries that greatly enhance the customer experience.

Simplified Route Planning at a Faster Pace

Already performing near, and on some days, seemingly over capacity, Mattress Giant leverages Descartes to reduce personnel time required to plan daily routing while optimizing the deliveries and routes assigned to each vehicle.

"Descartes enhances our ability to route quickly and effectively," noted Lantagne. "Aside from its simple-to-use interface, Descartes' method of automatically assigning and separating routes by geographical zones means we don't have to go in and 'untangle' trips. Descartes keeps it simple."

Like many organizations, Lantagne's delivery operations supported an operation that would change daily in delivery volume, but he could always count on the big rush for Saturday deliveries.

"Our daily average for deliveries is around 110, but Saturday deliveries would often reach the low to mid 200's," added Lantagne. "With Descartes it doesn't matter. We can just as easily route twice the volume in a few minutes more time than what it would normally take."

Integrated with Point of Sale

Mattress Giant needs its delivery information passed quickly and easily from its retail operation to its delivery operation. Through Descartes' integration with the GERS retail system, Mattress Giant's point of sale information is automatically exported to Descartes, addresses corrected if needed, routes planned and time windows established, all in a matter of minutes. Descartes even catches last minute additions and deletions automatically.

SUMMARY

Challenge

The delivery operation at Mattress Giant, supporting two warehouse facilities, is challenged to maintain productive and efficient deliveries, while continuing to provide superior levels of customer service.

Solution

The Descartes Delivery Management Solution has greatly simplified and accelerated Mattress Giant's routing and call center processes.

Benefits Realized

- Increased accuracy of deliveries and times
- Reduced number of missed deliveries
- Easier and faster route planning - routing time decreased by over 50%
- Configured route sequencing by their desired methods
- Decreased incoming customer calls
- Increased customer satisfaction

THE DESCARTES DIFFERENCE

Descartes' logistics management solutions combine a multi-modal network, the Descartes Global Logistics Network, with component-based applications to provide messaging services between logistics trading partners, shipment management services for contract carriers and private fleet management services. These solutions and services help Descartes' customers reduce administrative costs, billing cycles, fleet size, contract carrier costs, and mileage driven and improve pick up and delivery reliability. Our hosted, transactional and packaged solutions deliver repeatable, measurable results and fast time-to-value.

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Helping Customers Deliver™

