

Optimizing Routing for Increased Customer Satisfaction



S. Bertram recognized that in order to maintain its high-level of customer satisfaction while continuing to efficiently grow the business, the company needed to address its fleet management process. The company implemented Descartes Route Planner On-demand and the Descartes Telematics and Compliance module for a comprehensive route planning, scheduling and telematics solution.



Company Profile

S. Bertram, Inc.
Food Service Distribution

Descartes Solutions

Descartes Route Planner™ On-demand
Descartes Telematics and Compliance™

About the Client

More than 50 years ago, Schija Bertram (S. Bertram) founded a modest eggs and butter delivery service in New York City that was known for reliable deliveries and personal customer service. The enterprise grew steadily and today, S. Bertram, Inc. is one of the premier purveyor to the food service industry, servicing facilities throughout the Tri-State area and across the globe.

Quick Overview

Challenge

Manual Processes and Lack of Visibility
Leads to Dissatisfied Customers

Solution

Optimizing Performance Yields Real-time Visibility

Results

- Superior Customer Service
- Operational Efficiency
- Improved Productivity
- Increased Compliance

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Challenge:

Manual Processes and Lack of Visibility Leads to Dissatisfied Customers

S. Bertram drivers, who make 8-10 daily deliveries within a 500-mile radius, were given a list of stops on a manually-scheduled route with minimal planning and guidance. Dispatchers had limited visibility into their drivers' locations, making it difficult to know the status of deliveries or adjust routing to react to changes in traffic patterns, customer schedules or inclement weather. Incorrect routing led to missed estimated time of arrivals (ETAs) for deliveries, which increased the number of customer complaints. In addition, the company was paying more overtime for drivers due to inefficient routing.

Solution:

Optimizing Performance Yields Real-time Visibility

Descartes Route Planner™ On-demand was deployed to optimize routing and scheduling for the S. Bertram fleet. Now drivers start each day with a map of their route, giving them an exact plan versus the old system of "just winging it." When unexpected issues occur, dispatchers can access and modify routing plans in real time. Plus, they have real-time visibility into the status of all deliveries, allowing them to pro-actively alert customers about delays to manage expectations. By automating route planning, S. Bertram can now provide timely, accurate service information to customers to build their confidence and satisfaction.

A fleet tracking solution from Descartes with fully-integrated telematics provides S. Bertram with extensive reporting and business intelligence data to help this growing business be more productive. This tool tracks a wide range of business indicators such as comprehensive fuel and maintenance monitoring, driver and vehicle status information, and driver behavior analysis. The wealth of information gathered through the Descartes Telematics and Compliance™ fleet tracking solution is helping S. Bertram find new opportunities for saving both time and money.

Results:



Superior Customer Service

With improved on-time delivery, customer satisfaction is rising. Before the Descartes solutions were implemented, customer satisfaction was at zero on a scale of one to ten. In a short time, the index has moved to 4 or 5, a significant gain.



Operational Efficiency

Visibility into the drivers' routes has made a positive impact on the route planners, dispatchers and drivers. In addition to saving time and making drivers more productive, the automated routing system is improving driver morale.



Improved Productivity

Through the Descartes solution, S. Bertram experienced increased driver productivity levels, improved vehicle usage and decreased the number of hours required to plan drivers' routes.



Increased Compliance

The Descartes Telematics and Compliance solution increased adherence with local government idling regulations. While reducing the impact on environment, it also increased employee, vehicle and asset security and safety.