

Improving Delivery Operations with Intelligent AVL Service



Over the years, Wawa has relied on components of Descartes Routing, Mobile and Telematics suite to streamline its delivery operations. Wawa first began using basic mapping functions provided by Descartes, and before long, extended its implementation to include automated master route planning, followed by integration with its warehouse management system to automatically generate order charges based on routes and sequences. The company had reached a point where it needed to understand whether drivers were following planned routes and making the scheduled stops on time. Wawa decided to leverage its long-established relationship with Descartes by implementing Descartes Automated Vehicle Locator™ (AVL) service into its direct distribution operations.

“We’ve had so many years of success with Descartes route planning and execution solutions, that when we wanted to integrate AVL functions into our operations, Descartes was the natural choice.”

Don Kane, Distribution Manager at Wawa

Company Profile

Wawa
Convenience Stores

Descartes Solutions

Descartes AVL™

About the Client

A chain of more than 850 convenience retail stores (over 600 offering gasoline), Wawa stores are located in Pennsylvania, New Jersey, Delaware, Maryland, Virginia, Florida, and Washington, D.C. The stores offer a large fresh food service selection, including Wawa brands such as built-to-order hoagies, freshly brewed coffee, hot breakfast sandwiches, built-to-order specialty beverages, and an assortment of soups, sides and snacks .

Quick Overview

Challenge

A Limited View to a Growing Network

Solution

Gaining Real-time Insight with Descartes Intelligent AVL

Results

- Visibility into Driver Activity
- Costs Reductions
- Built-in Scalability
- Improved Customer Service

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Challenge:

A Limited View to a Growing Network

As a high end convenience store chain, Wawa has unique delivery challenges. For example, deliveries cannot be made between 10 a.m. and 7 p.m.; and drivers must also reach their destinations within two-hour time windows.

As its delivery network grew, it became a constant challenge for Wawa to ensure that deliveries were reaching their destinations within designated time windows. Wawa knew that it needed to find more efficient ways to track its drivers, allocate resources and optimize capacity utilization to maintain margins and reduce fuel costs without compromising quality of service.

Solution:

Gaining Real-time Insight with Descartes Intelligent AVL

Descartes' AVL solution, part of Descartes integrating Routing, Mobile & Telematics suite, provides a web-based view of real-time information on delivery arrivals at distribution centers or hubs, enabling dispatchers to adapt routes quickly and efficiently according to exceptions. The AVL service also features a wireless application that uses Global Positioning Satellite (GPS) locating capabilities to provide real-time data on driver progress against established route plans and enable on-the-spot decision making to meet customer commitments.

By integrating AVL with its existing Descartes' solution, Wawa has improved security; is better able to manage driver salaries and overtime by building highly effective, balanced routes and tracking them; and has introduced the ability to compare planned versus actual truck locations. In addition, customer service representatives can now access the system and advise customers on the status of their deliveries in real time. "Before, customer support was calling the dispatcher at least 10 times a day on average to find out the status of a delivery – and that was on a good day," said Kane. He continues, "With the new system, customer support can be proactive and answer the questions to any inbound calls on the spot."

Descartes solution provides added flexibility as it can also be scaled as Wawa continues to expand its delivery operations by adding new drivers on the road or on new routes.

Results:



Visibility into Driver Activity

By integrating AVL with its existing Descartes' solution, Wawa has improved security; is better able to manage driver salaries and overtime by building highly effective, balanced routes and tracking them; and has introduced the ability to compare planned versus actual truck locations.



Costs Reductions

The integration of the AVL solution enabled the reallocation of eight trucks to reduce operational costs. In addition, Wawa has been able to increase capacity utilization to 90% (the 10% spare capacity is required to accommodate last minute deliveries).



Built-in Scalability

The Descartes solution can be scaled as Wawa continues to expand its delivery operations. Adding new drivers on the road or on new routes, is easily managed.



Improved Customer Service

With the new system, the customer support team has the visibility it needs to be proactive and answer the questions to any inbound calls on the spot.