

Customer Success Story

S. Bertram, Inc.

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 a premier food service company that delivers to facilities throughout the Northeastern US.

Challenges

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.

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. They turned to Descartes for a comprehensive route planning, scheduling and telematics solution.

Solution

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

S. Bertram was very pleased with the deployment of Descartes' tracking and routing solutions. "Service is key – it's our number one priority," said David Spira, General Manager, Receiving, Logistics and Fleet Manager. "The Descartes team was very helpful and willing to answer questions at any time, day or night."

Spira confirmed that being able to visually see 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.

Spira also acknowledged that customer satisfaction is improving – one of the company's key objectives. "If we ranked zero on a scale of one to ten for customer satisfaction before we implemented the Descartes solutions. I'd say we've grown to a four or five in the short time the solutions have been in place. That's a significant gain."

Summary

Challenge

S. Bertram drivers were given a list of stops on a manually-scheduled route. Dispatchers had limited visibility into their drivers' locations, making it difficult to know the status of deliveries or adjust routes based on changing conditions.

The Solution

Descartes Route Planner™ On-demand was deployed to optimize routing and scheduling for the S. Bertram fleet. S. Bertram now has real-time visibility into the status of all deliveries and can provide timely, accurate service information to customers.

Benefits

- Improved on-time delivery performance
- Reduced the amount of miles driven
- Increased driver productivity levels, improved vehicle usage and decreased the number of hours required to plan drivers' routes
- Increased employee, vehicle and asset security and safety
- Compliance with local government idling regulations
- Reduced impact on environment
- Increased real-time visibility for improved planning and reporting accuracy