

Customer Success Story

American Electric Supply

Decreasing Delivery Costs

Making a Great Company Even Better

American Electric Supply, Inc. (AES) was founded in 1984 with a handful of employees and a goal of building a company that was customer service oriented. Over the past 21 years, AES has grown to be a premiere provider of industrial and commercial electrical products in Southern California. With about 100 employees, a fleet of 20 trucks – from pickups to 20' stake-beds - and excellent buying power, it provides customers with quality products for a competitive price and delivers them to the job site or shop. Its warehouse operates around the clock from 10:00 pm on Sunday through 11:00 pm on Friday. AES makes about 130 deliveries per day.

Even with its past successes, AES had a challenge. Delivery manifests for each day were hand written the night before and then trucks were sent on their way. Each truck was outfitted with a GPS tracking unit, which conveyed its location to a company computer. If a route change was needed, the dispatcher could then locate an address in its service region and re-route the truck closest to the desired location for a delivery. But, this manual approach caused considerable duplication of effort, delays, wasted time, fuel and frustration by drivers and customers alike.



Before AES installed Descartes Route Planner RV, we had too much confusion, wasted time and wasted resources.



Robert Fonseca, Jr.
AES warehouse operations manager

The Solution: Descartes Route Planner RV

In September 2005, AES installed Descartes Route Planner RV and two months later installed Descartes Wireless/GPS.

As part of the Descartes Routing, Mobile & Telematics suite, Descartes Route Planner RV helps small to medium sized organizations gain control over their delivery operations. The map-based routing software can be combined with wireless/GPS and automatic call-outs to provide a complete delivery management solution.

“Before AES installed Descartes Route Planner RV, we had too much confusion, wasted time and wasted resources,” said Robert Fonseca, Jr., AES warehouse operations manager. “For example we’d have drivers crossing each

others’ paths. Within the first three months of installation, we were able to eliminate one or two runs per day and shift them to other runs that needed extra manpower.

Ultimately, Descartes is helping us reduce costs and positioning us to grow the business without adding trucks and manpower.

The implementation of Descartes Route Planner RV has enabled AES to plan and manage its entire delivery process to reduce costs and increase customer satisfaction.

Summary

Challenge:

Manual delivery processes used by American Electric Supply (AES) were inefficient and the lack of visibility into activities on the road was adding to operations costs.

Solution:

The Descartes Routing, Mobile & Telematics suite has greatly simplified and accelerated AES’ routing and delivery processes.

Benefits:

- Reduced operations costs
- Increased customer satisfaction
- Positioned for growth of business, without the need to increase employees or trucks