

Customer Success Story

Morris Furniture

Simplifies & Accelerates Routing Processes Helping to Prepare for Growth

Morris Furniture Co, Inc. is a respected leader in home furnishings, priding itself on product selection and superior customer service for over 55 years. Morris has grown to 11 locations and includes Morris Home Furnishings, Ashley and Thomasville stores in the Dayton, Springfield, Cincinnati and Columbus, Ohio. Solid operational decisions in recent years have the company poised for explosive growth.

Eliminating Inefficiencies & Optimizing Production

Prior to implementing Descartes Route Planner RV, Morris was operating like many of its retailer counterparts: processing orders; manually matching delivery zip codes; separating deliveries across drivers; balancing loads; and printing routes. This was a process that could take several hours, and that was if it worked the first time through. Many processes would be run two or three times before having a reasonable result. The thought of growth, with more deliveries, would only make matters worse.

The consequences of this daily routine were far reaching. Each day, 12 delivery trucks would leave the yard with highly unbalanced loads. These sub-optimal loads, combined with cluttered routes, led to an increase in overall miles driven. It also meant that some drivers were paid significantly more than others, since drivers are commission based on their delivery volumes. Overtime for warehouse and office personnel was also much more difficult to control since route planning and preparation was incredibly time-consuming.

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Riaz Husein,
Vice President Operations, Morris

The Solution: Descartes Route Planner RV

Morris selected Descartes' Route Planner RV solution and subsequently installed Descartes' Wireless/GPS system.

As part of the Descartes' Routing, Mobile and Telematics solution, the 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.

Poised for Growth

Within a few weeks of implementation, Morris decreased its operating cost by eliminating four delivery vehicles. The company then benefited from increased working capital, complimented by incremental savings from a total reduction in mileage, fuel, office administration and overtime. Morris found itself operating with significantly less costs and significantly higher employee satisfaction.

"Morale was a big issue," noted Riaz Husein, Vice President Operations for Morris. "The installation of Route Planner RV quickly evened things out. Within a few days our trucks were running with optimal loads and our satisfied drivers had a more accurate expectation of each day."

"Our experience with Descartes has been great," added Husein. "While Descartes' routing solution put us in a position to grow our operation with ease, Descartes' superior customer service has impressed us the most."

The reduction in costs and improvements in efficiencies has helped Morris position itself for faster growth. Using Descartes' solutions, Morris will focus on eliminating potential bottlenecks and ensuring accuracy throughout the delivery operation.

With the expected retail expansion in the coming years, the operations team has already begun to prepare for an increased volume of business by expanding his delivery operation to include 20 delivery vehicles. With an efficient and effective routing process that is simple, fast and efficient, Morris is poised for even greater success in the years to come.

Summary

Challenge:

Manual delivery processes were inefficient, unbalanced delivery routes led to morale issues with the drivers, and the lack of visibility into activities on the road was adding to operations costs.

Solution:

Descartes has greatly simplified and accelerated Morris' routing processes and helped to prepare for growth.

Results:

- Reduced number of trucks by 33% while supporting the same number of daily deliveries
- Decreased mileage by over 20%
- Increased driver morale
- Decreased staff overtime
- Decreased routing timeframes by over 75%
- Increased accuracy of deliveries and times