



Customer Success Story

Old Dominion

Boosts Customer Responsiveness While Optimizing Existing Resources

Old Dominion Freight Line, a dominant inter-regional U.S. carrier in the Less-Than-Truckload (LTL) market, is focusing on the use of systems and wireless technologies to deliver superior customer service. Old Dominion selected Descartes Routing & Scheduling™ to enhance customer responsiveness, optimize resources, and facilitate growth. Based on this project, the carrier expects the Web-based routing, scheduling, and dispatch system to enable a 10% efficiency gain within 18 months after full implementation.

Old Dominion is an inter-regional motor carrier. The 68-year-old company provides service to 38 states and offers international transportation services to Canada, Mexico, and the Caribbean as well as service to Alaska and Hawaii through its OD-Global offering. Transporting shipments of general commodities such as consumer goods, textiles, and capital goods to a diversified customer base, Old Dominion utilizes its OD-Expedited offering to provide time sensitive service and 100% full-state coverage in 24 states to serve more than 20,000 direct points domestically.

“Based on the analysis of our operation, the return will be in months, not years, and the impact on customer service will be dramatic.”

David Congdon,
President and Chief Operating Officer, Old Dominion Freight Line

Challenge

Real-Time, Integrated Communication

The Less-Than-Truckload (LTL) industry is competitive. To survive, carriers must be able to guarantee customers ontime service and real-time status updates. While customer demands have increased, the need to manage costs has also escalated. Transportation companies must address numerous operational challenges related to vehicle usage and labor costs to support growth and profitability.

Old Dominion stepped up to these challenges by developing a wireless application for pick-up and delivery drivers that could interface with its own host computer system. Old Dominion recognized that an essential but missing piece to its customer service and growth puzzle was a Web-based routing, scheduling and dispatch system to deploy across its fleet of over 12,000 trailers and 118 service centers. Specifically, one that could offer visibility and resource management services from the point of order through optimized route planning and final delivery for improved customer service.

Solution

A Well Connected Supply Chain

Old Dominion signed an enterprise-wide license agreement with Descartes to deploy Descartes Routing & Scheduling™ to support the following company goals:

Drive Revenue: Through improved asset and labor utilization, Old Dominion is able to sustain its growth posture while minimizing capital investment and labor costs.

Real-Time Status Messaging: Old Dominion is meeting this critical customer service need by providing integrated routing, dispatching, and wireless technologies to drivers and dispatchers. Through the use of this technology, they can provide instant status updates and address verification to customers and also accommodate last minute customer requests.

Slash Costs: Old Dominion is improving operational efficiency by impacting key metrics, such as number of stops per driver and miles between stops, while enabling tasks such as truck capacity verification and incremental route optimization.

Results

Quick ROI , Satisfied Customers

By enabling real-time collaboration between customer service representatives, drivers, and dispatchers, the company can synchronize information about delivery status and gain in-the-moment visibility of shipment status.

“Technology at Old Dominion has a direct impact on both customer satisfaction and the bottom-line,” says Congdon. “By leveraging Descartes Routing & Scheduling in our operations, we anticipate a 10% efficiency gain within 18 months after full implementation, while continuing to improve our ontime delivery performance.”