Case Study

Crown Products Improves Efficiency and Service with Roadnet Anywhere®

Established in 1919, Crown Products originally started solely as a packaging supply distributor, with founder Bernard Klein selling paper bags from a pushcart along the streets of New York City. Now, with over 91 years in business, Crown Products has grown as a package distributor and developed a janitorial supplies division. The packaging and janitorial divisions' range of customers includes manufacturers, distributors, building management companies and local family-owned shops in the New York City, New Jersey, and Connecticut metropolitan areas.

Crown Products began looking at routing and GPS tracking software when they realized they could be handling the coordination of drivers and daily deliveries with greater efficiency through technology. "Certain aspects of the business have a great deal of impact on our customers and the value they receive. The ability to make our deliveries in a timely and efficient manner, is one of those areas," explained Robert Whetsell, Director of Operations for Crown Products.

Although the initial reason to purchase Roadnet Anywhere was to utilize the routing and GPS capabilities, Crown Products soon found benefits from the software that they did not initially anticipate. "Before using Roadnet Anywhere, we wouldn't know our drivers didn't make a stop until 4:00pm that day, when we had already begun to make routes for the next day. We deal with constantly changing conditions that affect the customer's ability to accept a delivery. Now, with Roadnet Anywhere, we can greatly manage these delivery exceptions – we can reroute the driver, pull off the delivery and set it up for the next day, or find out who else can make the delivery. We can communicate to our customers from a position of integrity by being proactive," stated Whetsell. By using the real-time dashboard functionality, Crown Products has been able to manage second runs – if an order comes in that day, Whetsell can determine quickly whether or not they can accommodate the order, who can do it, and have the warehouse prepare for the delivery.

Additionally, Crown Products was able to meet their return on investment within four months of installing

Quick Facts

CROWN PRODUCTS

Locations
Yonkers, NY

Industry
Packaging Supplies & Systems
Janitorial Supplies & Systems

Service Areas
New York City and surrounding areas of New Jersey & Connecticut

Customers
10,000

Vehicles
7 - 24' Straight Trucks

Solutions
Roadnet Anywhere® Plan
Roadnet Anywhere® Dispatch

Results
- Virtually eliminated non-receivables
- More efficient second load runs
- One vehicle and driver off the road
- Reduction in overtime

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Roadnet Anywhere. "When we started using Roadnet Anywhere in 2008, we were initially only using the GPS feature to track our drivers. At the time, our drivers weren't being managed properly. With the GPS, we were able to discover and prove that three of our drivers had been running their own backhaul business with company resources. This discovery saved us wear and tear on our vehicles, fuel costs, and employee productivity," recounted Whetsell. As a result of this experience, Crown Products has been able to retain their higher performing drivers.

One of the benefits of using a system like Roadnet Anywhere is the level of communication between operations and customer service. In the past, if Crown Products wanted to know a driver's status for a customer delivery, they would have to reach out to the driver and then call the customer back. Now, they are able to be proactive about situations and manage their delivery process up to the minute by looking at Roadnet Anywhere's Route Explorer dashboard. "Anyone can use GPS on a truck–but being able to view the dashboard within Roadnet Anywhere and monitor your deliveries throughout the day, see what it looks like for tomorrow, and make decisions, is worth every penny," stated Whetsell.

Paul Hanney, Director of Marketing for Crown Products, elaborated, "Customer service is the lifeblood of our organization. Any time we can be proactive in helping a customer before it becomes an issue is key. We can look at the whole picture for our customers. In my experience, other companies do not make it easy for you to communicate with them. This software helps us manage a lot at once and provide good customer service. You track a package down to the second, why wouldn't you want to do the same thing for your deliveries?"

Whetsell concluded, "If you are not committing a portion of your time on a daily basis to managing your delivery footprint, you are losing money. It can be the largest leaker of money in a business. You have to be constantly vigilant, and this tool makes it easier to do that. The industry as a whole has been behind the curve in the use of technology. We have made big steps in the last three years and have come a long way, very quickly. Using Roadnet Anywhere is a large part of that transition."

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Robert Whetsell
Director of Operations
Crown Products

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