C3 Solutions

Case Study

SCHEDULING DIRECT STORE DELIVERIES

A major retailer unburdens its store receiving team from phone calls, manual appointment books and paper audit forms with cloud based automation.

THE CHALLENGE

This retailer required a dock appointment scheduling system to replace the manual logs used for stores deliveries, provide real time information and metrics to the customer service department and to streamline the scheduling process by providing a single web portal to all vendors and carriers for appointment booking.

THE RESULTS

After a pilot project involving a handful of stores, the application was rolled out to all the remaining stores in a very impressive timeframe. Within a week, all the stores' receiving teams had switched from their paper appointment logs to the online schedules, with the expected benefit that practically 100% of the phone calls were eliminated.

Just as impressive was the response from carriers and vendors, who only after two weeks, 72% were on board and that number reached 96% after a month. This comes as no surprise as the vendors and carriers saw the benefits and time savings for their businesses too. In the past, an army of customer service representatives (CSRs) were calling the stores directly to request appointments, confirm arrival and change times. With online scheduling, no more waiting on hold, no more voicemails and no more miscommunications. They can now manage their appointments at any time and receive email confirmations for every event.

The implementation of C3 Reservations also brought along a standardized process for the deliveries originating from the distribution centers. CSRs now have a convenient tool to plan, communicate and track their store deliveries from loading to receiving. What was once a tedious process involving spreadsheets, phone calls and faxes is now streamlined.

- ✔ Routing changes are communicated more efficiently.
- ✔ Electronic manifests are attached to each appointment and visible to all parties.
- ✔ Arrival and departure times are recorded in real time allowing for better trailer tracking.
- ✔ Load quality audits are filled out online and compiled for compliance reporting.

The project team is dedicated to continuously improving its store operations and, to that end, continues to work with C3 to ensure that the solution is used at its full potential, especially with regards to the vendor compliance and its reporting features.

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C3 Reservations came out as the best solution on the market for us. Not only did it allow us to streamline our overall appointment management process but we now have the KPIs we need to measure and improve our performance.

- Senior Manager
Domestic Transportation Operations
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