Case Study

SUPPLY CHAIN COLLABORATION PLATFORM

One Platform:
97% adoption, zero delays

Overview

A leading grocery retailer in the U.S, faced operational inefficiencies in managing external driver check-ins at their distribution centers. The retailer transformed its distribution center operations by **replacing phone-based driver communication** with C3 Hive.

The result: **97%** driver adoption, **54,000** calls eliminated every month, and an automated process that keeps trucks moving without delays.

The Challenge(s)

The retailer's previous process relied on staff calling each driver with simple instructions such as *"Proceed to the gate"* or *"Report to receiving"*. With hundreds of drivers arriving daily, this manual system became unsustainable.

The main obstacles included:

1 ### Excessive call volume
Tens of thousands of calls per month, often requiring multiple attempts.

2 ### Manual processes
Staff entered driver details by hand, adding unnecessary delays.

3 ### Staff overload
Time was consumed by repetitive communication instead of high-value tasks.

4 ### Operational bottlenecks
Calls that went unanswered or required multiple attempts slowed down the flow of trucks, delaying gate and dock operations.

The Company's Profile

★ COUNTRY
United States

★ NUMBER OF EMPLOYEES
150,000 +

★ INDUSTRY
Grocery

★ BIGGEST OPERATIONAL CHALLENGE
External driver check-ins

The C3 Solution:

The C3 Hive® Platform

C3 Hive, C3's supply chain collaboration platform, **was introduced to automate driver communication, reduce phone calls, and smooth out gate access operations.**

The platform digitized and automated the communication process between the grocer and its drivers:

✓ **SMS Notifications for Hive Drivers**

Instead of manual phone calls, drivers flagged as C3 Hive users received real-time SMS updates directly to their phones.

✓ **Clear instructions**

Notifications such as "*Come to Gate at this address*", and "*Report to Receiving Office*" are sent automatically, eliminating multiple contact points.

✓ **Integration with C3 Yard**

The warehouse updates readiness status in C3 Yard, which triggers the Hive communication flow seamlessly.

✓ **Data capture and visibility**

Driver information is automatically recorded, reducing manual data entry and enabling better tracking of arrivals and repeat visits.

The Results

The impact of C3 Hive was immediate and measurable, delivering significant efficiency gains across all sites.

97% drivers connected to C3 Hive

Across all sites, nearly all drivers now receive automated SMS instructions, leaving only 3% requiring manual calls.

54k phone calls avoided

The solution helped avoid around thousands of calls per month.

90% less Time on Calls

Workload associated with calling duties was decreased by 90%, with time reallocated to operational priorities.

Conclusion

With C3 Hive, this grocery retailer replaced an outdated, phone-dependent process with a modern, automated system that drives efficiency and control.

By eliminating unnecessary calls, simplifying check-ins, and enhancing visibility, the company achieved significant operational improvements while delivering a smoother, faster experience for drivers.

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