SHIPRIGHT PROCAT

CASE STUDY

Southco Distributing Delivers Perfect Orders with ProCat

Challenge

Southco Distributing used a paper manifest as the core of its delivery process for many years. However, accuracy and productivity issues were becoming daily occurrences.

The manual process made it challenging for drivers to properly verify customer packages and was the source of delivery errors. This was wasting drivers time and cost the company money with redeliveries.

"The paper manifest was a nightmare," said Buddy Davis, Southco Distributing's general manager. "The drivers' personal goals are to get back to the warehouse as quickly as they can after completing their routes". Utilizing a paper manifest was not efficient and slowed our drivers down."

Southco
DISTRIBUTING COMPANY

ABOUT SOUTHCO DISTRIBUTING

Southco Distributing Company is a C-Store and foodservice distributor headquartered in Goldsboro, NC. Southco Distributing is ranked one of the Top 10 convenience store distributors nationally.

- Founded 1981
- 55 pickers
- 35 truck drivers
- 81 delivery routes

The problem was, by using paper manifests, products that were supposed to be delivered to convenience store A were being mistakenly delivered to convenience store B.

"Convenience store B would not always let us know that they received extra product, but convenience store A would always call us to let us know they were short items," Davis explained.

Solution

Seeking an alternative to paper manifest deliveries, Southco Distributing met with ProCat Distribution Technologies' founder and CEO Steve Stomel, who was initiating a test pilot program for the company's ShipRight delivery program.

Southco Distributing was already using ProCat's PickRight software, which was implemented in December 2008.

"We liked what it did for us," Davis said. "Once we installed PickRight software, we created a pay-for-production pay scale for order selectors. We have monitors set up in the warehouse where order selectors can see where they rank in comparison to their peers. Many of the order selectors like competing against each other. The accuracy of PickRight early in the process ensures customers get exactly what they ordered, and our picking staff is aware of their standings in terms of speed and accuracy."

Southco Distributing was introduced to LoadRight in July of 2010. This technology ensures all product is placed on the correct trucks prior to leaving the warehouse.

Our truck loaders all scan package barcodes during loading and are immediately notified by a loud buzzer tone from the ShipRight software if a wrong package is being placed on the truck. In addition, our loaders are notified if any packages are missing that should be loaded.

"Currently, we have 35 drivers, and there was no way to track where the misdelivered product was. Prior to technology improvements and before ShipRight, we developed a driver deduction sheet that would penalize drivers for incorrect deliveries." Although this helped in the short run, drivers were having to slow down the process, negatively impacting delivery speeds.

"All items are scanned, which is reassurance that everything is there," Davis said. "We have 25 trucks going out on Wednesday and 24 trucks on Thursday, so warehouse space can be tight. LoadRight helps make sure we get the right merchandise on the correct trucks."

Soon after implementing LoadRight, in October of 2010, Southco Distributing became a test pilot for ProCat's ShipRight program.

SHIPRIGHT
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Benefits

✓ **Standardize the driver delivery process**

✓ **Improve customer satisfaction**

✓ **Real-time delivery receipts**

ShipRight runs on a handheld device that provides a scan record for every package delivered to a customer.

ShipRight is designed to simplify new driver training and improve consistency and driver performance. It standardizes the delivery process, ensuring drivers make perfect deliveries every day. The program runs on a handheld device, which eliminates cumbersome and labor-intensive paper manifests. With ShipRight, drivers receive a scan record for packages delivered to each customer.

If a store has ordered 50 cases and only receives 49, ShipRight's scanner alerts the driver on the exact case that is missing.

"ShipRight has had a tremendous impact on delivery accuracy and consistency, as our drivers are all following the same method now and know what we're looking for," Davis said. "We have a check-in procedure drivers must follow when they get to the stores, and retailers are familiar with this so there should be no undocumented deliveries."

Southco Distributing recently implemented new scanners with the ShipRight program that have further sped up the delivery process, saving drivers more time.

"Everything works so smoothly, and the drivers love it," Davis said. "Now they don't want to make a delivery without the scanner."

Incorporating ShipRight technology also has made onboarding of new drivers quicker and more seamless.

"It definitely helps with training consistency, and we even include information on ShipRight during the interview process," Davis said. "Having this technology makes a big difference, it's an easy sell [to potential drivers]."

ShipRight not only ensures accurate deliveries time after time, but the technology speeds up the process, improving efficiencies.

"The improvement side of it is our customers receive their shipments with more efficiency," Davis said. "Products are not being left on the truck that should be delivered, and drivers are immediately alerted by the scanner if an incorrect item is unloaded at the store. To make a mistake now would almost have to be intentional or due to not using the scanner."

ShipRight's reporting tools provide Southco Distributing with information on invoices that have been delivered including proof of delivery signatures, number of packages delivered, and driver productivity information. Drivers can also take pictures of damaged or refused cases that are easily retrieved by office staff and supervisors.

"The ease of scanning and accuracy of the technology are the biggest benefits of ShipRight for Southco Distributing, " Davis said.

"According to our driver feedback, they don't have any complaints, and the technology is working well for them," Davis said. "Our drivers understand the check-in procedures, and our customers get the correct items they are invoiced for and are comfortable with the scanning process. Also, the trust factor between the employees at the store and our drivers has improved because our efficiency is better. Scanning takes the guess work out of the delivery."

By utilizing PickRight, LoadRight, and ShipRight, Southco Distributing has greatly improved its efficiencies, accuracy and both customer and employee satisfaction.

"I would not want to go back and do it the old way, as it was more labor intensive and there were more instances for mistakes," Davis said. "With PickRight, LoadRight, and ShipRight, when everyone uses their equipment how it's designed to be used, things flow so much smoother and more accurately."

Southco Distributing has benefitted from having ProCat as a partner.

"They're there to provide support whenever we need it," Davis said. "ProCat is quick to respond to any questions or concerns. They are a great business partner for us."

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>
> **Buddy Davis,** General Manager
> Southco Distributing Company
> Goldsboro, NC

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