

Case Study



Pepsi Bottling Group Improves Customer Service by Embracing Routing Technology

Pepsi-Cola® is a worldwide recognized brand that is rich in company history and tradition. Pepsi's strong corporate culture focuses on providing outstanding customer service and satisfying their customers' needs. Exceptional customer service not only promotes the Pepsi corporate image, but their product image as well.

Several years ago, the Pepsi Bottling Group-Denver began looking at a different software package as a way to reduce transportation costs, while still providing a high level of customer service. While they already had routing software, it was not adequately meeting their needs and their corporate office recommended a solution from Roadnet Technologies.

Their evaluation found that Roadnet Technologies' software had the industry strength and capabilities that Pepsi was looking for. Additionally, Roadnet Technologies has a strong commitment to product development and customer service, solidifying Pepsi's decision to use this software.

Roadnet Technologies' Roadnet® Transportation Suite is comprised of daily routing and scheduling tools, strategic planning tools and a fleet loading module. "This solution was a full package that met our needs as a Pepsi distributor," stated Jim Quintana, bulk delivery manager for Pepsi Bottling Group-Denver.

The Denver facility embraces Pepsi's tradition of delivering exceptional customer service every day as they

make deliveries to their 7000+ customers in the greater Denver area. The Pepsi bottler runs between 32-45 bay trucks and 16-23 bulk trucks daily. Their average peak season volume for their bay routes is 30,000 cases per day while their bulk trucks average 70,000 cases per day (April - September).

Pepsi-Denver utilizes Roadnet®, a daily routing and scheduling tool, to efficiently plan their routes. While all Pepsi customers are important, the Denver facility must prioritize high-volume customers for on-time deliveries and extraordinary customer service. "One of my biggest challenges as a delivery manager is keeping high-volume accounts happy. Roadnet allows me to route some customers to the same driver

Quick Facts

PEPSI BOTTLING GROUP DENVER

Location
Denver, CO

Industry
Soft Drink

Service Area
100 mile radius of Denver, CO

Vehicles
45 bay trucks
26 bulk trucks

Solution
Roadnet®

Results

- Consolidated the total number of daily routes
- More accurately identify truck volume (average 575 cases/truck)
- Reduced driver overtime
- Significantly improved routing time





and service schedule, satisfying their needs. Each of our drivers has 8-10 of these 'lock stops' and then the remaining stops are dynamically routed," stated Quintana.

All Pepsi distributors attempt to differentiate themselves from the competition. One way they can do that is through efficient order turn-around. The flexibility of Roadnet allows Pepsi-Denver to operate with a 24-hour turnaround for orders. This makes a statement to their customers, especially during the peak delivery months or when a store runs a promotion. "We can quickly accommodate orders to not only meet our customers' needs, but exceed their expectations. Our customers appreciate that," Quintana remarked.

Pepsi-Denver attributes a variety of benefits to Roadnet, including:

- Consolidated the total number of daily routes
- More accurately identify truck volume (average 575 cases/truck)
- Reduced driver overtime
- Significantly improved routing time

"Keeping customers happy means that we must continually improve our operations, and Roadnet helps us get the job done," Quintana said. "Roadnet Technologies is so customer focused that we can be assured that their solutions will continue to be unmatched."

This case study is intended for use within PepsiCo Enterprises. All other uses are restricted.

"Roadnet Technologies' solution was a full package that met our needs as a Pepsi distributor."

Jim Quintana
Bulk Delivery Manager
Pepsi Bottling Group - Denver



For more information:

Roadnet Technologies, Inc.
849 Fairmount Avenue, Suite 400
Baltimore, MD 21286

410.847.1900
800.762.3638 toll free
www.roadnet.com

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