

Case Study



ASAP Automotive is a Utah-based auto parts wholesaler with three warehouse locations, serving a range of small-to-medium sized automobile specialists, garages, and tire stores. Celebrating its 50th year in business in 2014, ASAP has 72 staff of which 50 are delivery drivers that together average around 2,400 deliveries per week.

“Prior to adopting ODT our management of dispatch and delivery was a purely manual process,” says Scott Peterson, President at ASAP. “As you can imagine, tracking deliveries manually was very time-consuming and easily prone to human error.”

“We were reliant on everyone involved to make sure each job was logged correctly in order for us to calculate accurate costs. Even then, there were occasions when the process would break down and things would fall through the cracks. In addition our manual process didn’t give us the level of transparency required to make more sophisticated cost analyses based per job, or per customer.”

Robust

Scott knew that there had to be a better way, and was invited to take a look at DQ’s ODT solution at the AAPEX show in Las Vegas. “I saw a demonstration of ODT and was very impressed,” he says. “The system has clearly been well designed for businesses such as ours, and offered a range of features that we felt would bring a variety of benefits to our organization in terms of tracking and costing. While I had been looking at a number of GPS-based solutions in the past, I had never found one that seemed as robust as the offering from DQ.”

Working in conjunction with ASAP, DQ planned a deployment roadmap designed to integrate ODT with ASAPs existing ERP system to further streamline productivity and eliminate duplicate data entry – another opportunity where human error could creep in. “We were impressed with the people at DQ, they’re a sharp bunch of guys. The implementation went smoothly and the training we received was first class.”

Today, thanks to ODT, things couldn't be more different at ASAP. "The level and quality of reporting and information that we can get out of ODT has made a real difference to the business," says Scott. "The dispatchers, the managers, and the drivers really like the new way of working. It allows everyone involved to have the most up-to-date information on delivery status, traffic conditions, order tracking, etc. without having to rely on paperwork and procedures. If a driver gets lost, for example, we can have them up on the screen in a couple of seconds and guide them right to their destination."

"Management and dispatchers love the ability to see at a glance exactly where each driver is and when they'll get back, allowing for much more efficient time and delivery management. The system also shows if drivers are making any unauthorized stops, allowing us to find out the cause promptly and address any issues if necessary."

"Dispatchers have all the information they need at their fingertips. They know exactly where each driver is, when they're due to arrive, how long before they'll reach their next stop, and when they're due back to the warehouse to take the next batch of deliveries."



Enhanced Customer Service

"If a customer calls up checking when their order is due to arrive, our Customer Service Representatives can let them know pretty much instantly. Not only does this give added assurance to a customer that's waiting on a part, but it allows us to offer better and more dynamic information, which our customers clearly appreciate."

ODT has already made a significant positive impression on ASAP's bottom-line. "By being able to see exactly how our resources were deployed, and how we could add greater efficiencies to how we were managing and assigning jobs, we were able to significantly reduce overhead costs. That was a direct result of deploying the DQ system," says Scott.

"ODT gives us a much clearer picture on where our costs are and how we can reduce them. When you factor-in the savings we make - in overhead, gasoline, and such - and couple it to the DQ monthly payment model that didn't require us to make a single large capital investment, then the value that the ODT system brings to a business like ours is compelling."



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