

The FruitGuys' Fresh Approach Ensures 100% Customer Satisfaction

Food and Beverage Delivery

The FruitGuys Delivers On Promise To Customers

The FruitGuys, a nationwide produce delivery company, plans and optimizes routes for thousands of orders each day to get farm-fresh fruits and clean-ingredient snacks to their customers on time and in perfect condition. The FruitGuys streamlined and accelerated delivery using Route4Me's route optimization platform to meet time-sensitive delivery windows and maintain its 100% satisfaction guarantee.

"Route4Me has been invaluable in helping us optimize around time windows and deliver on the promises we make to our customers," says Erin Mittelstaedt, CEO of The FruitGuys. "We now have the insight we need to make faster decisions, proactively communicate with our customers and ensure every delivery is on time and meets our quality standards."

The FruitGuys Eliminates Legacy Planning Processes And Reduces Errors

The FruitGuys' legacy planning process started with understanding which of their thousands of orders across 11 facilities had to be delivered to which client by what time. The FruitGuys' planners then either created routes for their own trucks using spreadsheets and other manual tools, or they confirmed delivery availability with a diverse network of local or national carriers.

This time-consuming, labor-intensive process was open to mistakes. FruitGuys drivers didn't have common technology, and third-party carriers had different operational processes and technological capabilities.

The FruitGuys eliminated this legacy planning process by utilizing Route4Me's route optimization platform to automatically generate optimized delivery routes based on customer orders, delivery locations and time constraints, removing guesswork and potential human error. Optimization not only freed up valuable employee time but also ensured more accurate and reliable delivery schedules, enabling The FruitGuys to concentrate on maintaining their high product quality and customer service standards. It also helped FruitGuys determine which orders could be delivered on FruitGuys routes or had to be sent with a third-party carrier. Today a number of carriers who deliver FruitGuys product also use the Route4Me platform for planning and delivery management.

- ✓ Increased route density by 25% without adding cost because drivers can now visit more destinations per route
- ✓ Saved 2 hours per day per planner, allowing 3 Logistics team members to be reassigned to other critical roles
- ✓ Gave customers real-time visibility to order status, supporting the company's 100% satisfaction guarantee
- ✓ Lowered the company's carbon footprint and supported The FruitGuys' sustainability goals

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“Our team saved about two hours per day for each planner by using Route4Me, which let us focus on more strategic tasks,” says Scott Larson, Manager of Technology at The FruitGuys. The reduction in planning cycles allowed the company’s Logistics group to reassign three of its five team members to other critical roles. “We have been able to scale our operations while maintaining our commitment to fresh, high-quality deliveries, whether we’re delivering locally or across the country,” Larson says.

Optimization Ensures The FruitGuys Meets Delivery Commitments

The optimization platform had the added benefit of alerting planners to orders that could not be easily slotted into an otherwise optimized route plan. For example, two orders in the same office building might have completely different time windows, one in the early morning and another later in the day, resulting in a carrier delivering one of the orders outside the requested time window.

The system flags an order as “unrouted” and The FruitGuys can work with the client to adjust the time window or find another route or carrier to make the delivery in the original window. “Route4Me pushes unrouted orders to us automatically so we can address it proactively to ensure we meet all our delivery commitments,” Larson explains.

Real-Time Delivery Tracking Improves Customer Satisfaction

Customer satisfaction is central to The FruitGuys’ mission, and timely, fresh deliveries are key to upholding their 100% satisfaction guarantee. The FruitGuys previously struggled to track deliveries in real time, especially when they worked with third-party carriers with varying levels of technology and communication capabilities. The customer service team relied on manual updates from teams in the field, causing delays in responding to customer inquiries about the status and location of their deliveries.

Now the real-time tracking and electronic proof of delivery capabilities in the route optimization platform give The FruitGuys full visibility into every delivery. Drivers collect proof of delivery with time-stamped photos that are instantly accessible through a centralized portal enabled by GroScale, a transportation management system (TMS) for local carrier networks. Customer service reps can give accurate, timely updates to clients at any time.

“Route4Me’s ability to provide real-time proof of delivery with a photo and timestamp has been a game-changer for our customer service team,” says Erik Muller, President of The FruitGuys. “It empowers them to respond quickly to client inquiries, showing exactly where and when a delivery was made.”



Optimized Time Windows Solve Complex Logistical Challenges

The FruitGuys faced a complex logistical challenge in managing time-sensitive deliveries to customers across different regions, particularly in office environments with strict time windows. The company’s legacy planning process made it difficult to maximize delivery capacity, which limited the number of customers they could serve each day. As the company grew, they needed to be able to meet all the time window requirements for thousands of weekly deliveries.

The company now uses the optimization platform to create routes that accommodate each customer’s specific time constraints and delivery windows while also maximizing driver productivity. With optimization, drivers can handle 25% more stops per route without compromising on punctuality or quality, according to Larson. The FruitGuy’s strategic approach has improved capacity utilization and supported the company’s growth, all while maintaining top-level service.

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Integration Transforms Partnerships

The FruitGuys took advantage of the route optimization platform's API integration with the GroScale TMS to transform how they work with delivery partners. GroScale connects shippers with local independent carriers to help companies achieve better business and delivery outcomes. The FruitGuys pushes orders to their partners through GroScale, so carriers receive accurate, timely delivery information for optimization without constant oversight.

Partners can accept, reject or modify routes based on their operational needs, allowing them to adjust and optimize their own resources in real-time while meeting The FruitGuys' requirements. This flexibility has improved operational efficiency and strengthened The FruitGuys' relationships with their partners, who independently define their areas of delivery, optimization parameters, time constraints and other business variables.

"The carriers that we work with using Route4Me have been very happy. It makes their business more efficient, and they have been able to take on more deliveries than before," says the team at FruitGuys. "It also allows them to manage their business as they see fit and drastically reduces the back-and-forth between us and our partners."

The ability to work seamlessly with partners of different sizes has enabled The FruitGuys to shift significantly more business to smaller local carriers rather than relying so much on national or regional carriers. Local carriers often offer lower overhead, more flexibility and a greater willingness to go the extra mile to meet The FruitGuys' customer satisfaction pledge. The shift to smaller carriers also supports The FruitGuys' commitment to work with small businesses and build local communities.

Smarter Deliveries Support Sustainability Goals

A certified B-Corp, The FruitGuys is deeply committed to sustainability and responsible business practices. They have applied route optimization to minimize unnecessary mileage and optimize delivery routes for fuel efficiency, allowing them to lower their carbon footprint while still meeting tight delivery windows.

This smarter approach to logistics not only aligns with The FruitGuys' sustainability mission but also reduces operational costs, as fewer miles driven translates to lower fuel consumption and vehicle wear and tear.

"Route4Me has been instrumental in aligning our logistics with our sustainability goals," says Mittelstaedt. "By optimizing our routes and streamlining operations, we ensure that our deliveries are as environmentally friendly as possible."

About The FruitGuys

Founded in 1998, The FruitGuys delivers farm-fresh fruit and healthy snacks to offices, homes and schools across the United States. With a mission to promote wellness in the workplace and support sustainable agriculture, The FruitGuys has grown from a local San Francisco business to a nationwide operation with 11 distribution facilities. As a certified B-Corp, the company dedicates 20% of its annual profits to fighting hunger and supporting sustainable farming, embodying its commitment to environmental and social responsibility while delivering high-quality produce. www.fruitguys.com

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