



CASE STUDY: RETAIL SOLUTION

Service Continuity & Optimization

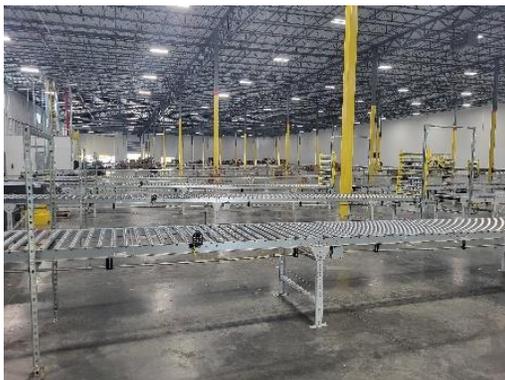
About

This customer is one of the largest retailers in the US, operating over 2,000 stores, with more than 10,000 employees, and an established Distribution Center (DC) network across the US. A Fortune 500 company in business for over 40 years, they are known for their consistent execution of core strategies focused on accelerated growth of their product offerings.

Led by an outstanding executive whose merchandising expertise, management skills, and ability to drive growth through strategic partnerships, the top retailer upholds a reputation of consistently delivering value to its customers. As they continue to navigate post-pandemic market challenges, they increased their focus on offering convenience while re-evaluating some of their suppliers, including transportation providers.

Challenge

This iconic retailer was looking for a financially stable provider with a proven reputation for delivering consistent service, expertise, and resources to implement the delivery service without disrupting their supply chain.



Day & Ross is the best organization that we've ever worked with to set up operations for our retail distribution in record time.

Retail Customer

Key Success Factors

- Financial stability
- Established reputation
- Retail experience
- Equipment & drivers
- Seamless transition

Why choose Day & Ross?

- Efficiency insights and optimization strategies
- Risk minimization and a focus on quality
- A specialized launch team
- An onboarding process that maps out Service Level Agreements
- A commitment to quality, on-time service



Solution

The first project was one location servicing multiple stores. Taking a holistic approach in our solution design process, Day & Ross business development and specialized implementation teams completed a thorough analysis of the retailer's needs encompassing facility strategy, dock labor, and delivery routes. Our goal was to ensure supply chain continuity and service optimization through key aspects of the customer's operation: product sorting, scanning, and loading freight via cross dock using automated conveyors.

The success of our solution lay in our ability to engineer a store delivery model that set up multiple relay points for day cab drivers to service the stores, which



resulted in significant savings by reducing the overall equipment and driver count.

After exceeding customer expectations with our seamless launch implementation, we were offered more opportunities in other regions to demonstrate our expertise and mitigate supply chain disruptions.

The Day & Ross team successfully implemented additional locations to support the customer with deliveries in more densely populated regions in the US, where the delivery model required sleeper cabs to manage outbound store deliveries on a nightly basis.

Learn more.

[Connect with an expert](#) to learn more about our Dedicated Fleet solutions.

24-Hour Onboarding

The most challenging project that the Day & Ross team managed for the retailer was onboarding over a weekend with just 24 hours of notice. Acting with a heightened sense of urgency, our onboarding and operations teams ensured the customer's distribution center was fully staffed. Working around the clock, the entire dock labor was trained, and drivers were ready to complete store deliveries on Monday morning. Our expertise and commitment helped our retail customer avert a complete shutdown that would have taken weeks to resume.

Trusted Advisor

The key to our successful solution for the top retailer was our philosophy of entering into this partnership as a trusted advisor who is an extension of their brand. We're aligned with their commitment to delivering consistent service to consumers and creating value for their employees and shareholders.

