

How Pillow Logistics Leverages Transparency to Delight Customers, and Reduce Costs



About Pillow Logistics

Pillow Logistics was founded in 1988 after my father, George E. Pillow, had a conversation with a couple of healthcare executives. He was surprised to learn how their struggles with internal courier services were hitting their bottom lines. They complained that there was a real void in the market for reliable, outsourced expedited courier services.

This made a great impression on him and he realized he could offer these people a solution. Soon he was meeting with other companies and local governments regarding outsourcing expedited courier services, and he found their concerns overlapped in many ways. Logistics was a business unto itself and companies and government services could benefit from a streamlined approach that would provide efficiency and cost advantages. People needed reliable services that would offer individualized care and the highest standards of customer service.



And that's how Pillow Logistics was born.

- Eddie Pillow, President

Challenges

Pillow logistics' business depended on a 20-year-old client-server application. It was complex and difficult to use, had an obsolete user interface, and simply lacked the modern capabilities expected by customers and staff given the ubiquity of smartphones, the explosion of ecommerce and the rise of the gig economy. In short, the software was no longer meeting the company's basic needs

Another challenge was the significant time and effort required to extract any kind of real-time data and provide it to internal users and clients when needed. This lack of data transparency hindered operations, customer service, and frustrated many customers.

Finally, dispatchers lacked the tools to optimize routes, balance workloads, and ensure vehicle weight and capacity constraints were met. By extension, it was impossible to reliably track drivers or communicate ETA's to clients.

Solution

In 2020 Pillow selected Delivery Technology expert Dispatch Science as a partner and implemented their solution which easily automated their operations and integrated with their existing clients, quickly giving them better visibility every step of the delivery process.

Benefits

Mobility

With no local software to install, Dispatch Science's secure and online system made it easier for the Pillow team to adapt to COVID-19 work-from-home measures and dispatch from anywhere to any driver. There was no need to implement cumbersome VPN's or complex server hosting structures.

Reporting

The live information gathered by Dispatch Science gives Pillow a new level of insight and accountability. Real-time tracking lets the team identify issues and quickly make informed decisions; they also track how drivers are complying with the standards promised in their Service Level Agreements (SLAs).

Visibility for Customers

The Dispatch Science Customer Web Portal lets Pillow's customers track their deliveries from start to finish. Each client precisely gets the SMS or email details they want and none they don't thanks to an easy-to-use notification designer that elegantly wraps all communications in Pillow's look and feel.

Other shippers love Pillow's use of their logo and brand marks, since it gives consignees a seamless transaction experience. The ability to offer this accurate delivery information helps streamline customer service case management, resulting in even greater cost savings for Pillow.

Dispatch

The sophisticated Dispatch Science dispatch boards dramatically increase the Pillow team's productivity. Now, on-demand, routed, and scheduled orders can be managed from a single interface. Meanwhile, the automated optimizer constantly proposes the best stop sequences. By utilizing the route optimization feature, the Pillow team can visually manage all their distribution routes. It's now easy to identify at-risk routes, quickly drag-and-drop stops between routes, and one-click re-optimize and re-balance.

Custom Logistics

Dispatch Science's workflow and custom notifications designer easily lets Pillow adapt and automate distinct sets of pickup and delivery steps for each driver. These range from taking pictures, scanning barcodes, completing questionnaires, or other complex tasks. Achieving compliance this easily means more business and better margins.

Results

Thanks to its partnership with Dispatch Science, Pillow Logistics has realized significant improvements across the board.

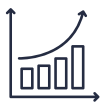
Among them:



Cut **2 full routes** thanks to automation and optimization, resulting in **\$100K+** annual cost savings



Dramatic reduction in integrations time and efforts: One customer integration took just **2 hours** thanks to the modern API instead of what previously took days or weeks to achieve



Thanks to Dispatch Science's instant scalability, the business has successfully grown by **over 80%** in a matter of months without any service interruption



The Game-changing API and WebHooks along with immediate access to real-time information via OData enables Pillow to take full control of the entire delivery experience, from order to cash.

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