



Omnitracs Roadnet Anywhere Routing + Dispatch

Kowalski Sausage Company takes control of its routing with Omnitrac's Roadnet Anywhere Routing + Dispatch

Kowalski sausage products are as authentic as they come. The company was founded by Polish immigrants in 1920, and today Kowalski is an iconic brand across Michigan and beyond.

While its food is tradition-rich and old country, the company is building a fleet management strategy that is state of the art. Kowalski strives for continual improvements in efficiency and customer service, which is why they now depend on Omnitrac's Roadnet Anywhere Routing & Dispatching.

Cold food, hot deadlines

From its three production locations, Kowalski delivers to about 500 grocery stores, convenience stores, distributors, and warehouse clubs across Michigan and Ohio.

The company operates a fleet of ten trucks, and its raw and prepared foods require refrigeration during transport — making on-time service vital. Direct store deliveries are made via ten daily weekday routes, with service windows ranging anywhere from 30 minutes to six hours.

Kowalski began using Roadnet products for routing after a lengthy search to replace an outsourced routing solution. Unhappy with the lack of control and transparency of their old system, they wanted a more efficient routing and dispatch solution with complete access and visibility.

"For years, our routing and dispatch was done off-site, so we had limited control over start times or adjustments. We were just not communicating effectively with the off-site dispatcher, who could adjust times so reports would look satisfactory. Actual times could not be verified, and drivers were rarely questioned," recalls Crystal Towery, assistant controller at Kowalski. "What we have discovered with Roadnet is that knowing that someone is watching your performance tends to improve your performance!"

"With Roadnet, we're now able to identify where our driver issues are, sit down with the driver, and explain what we see going on to reduce extended travel and service times. Unlike our previous solution, we now have monitoring at our fingertips, and everything is based on actuals — so there's nothing subjective in the process."

— Crystal Towery, Assistant Controller, Kowalski Sausage Company

A change for the better

"Change is hard, and drivers of course had some reservations about being 'measured' on planned time vs. actual time," says Towery. "Once the staff was comfortable with the program and learned how to use its features, they began to realize how useful the software really is."

Today, the Kowalski team uses Roadnet to plan daily routes and uses dispatch tools for reporting and troubleshooting. Roadnet Anywhere Routing and Dispatching creates the lowest cost routes for each day's deliveries while adhering to any rules or variances the Kowalski dispatch team implements based on customer needs. They can now create routes and monitor actual execution throughout the day to spotlight exceptions and proactively address problems.

100% visibility

After less than a year of use, fleet operations at Kowalski transformed, with Towery noting valuable improvements in their ability to make data-driven business decisions about fleet size, delivery size, lease lengths, and other investments. She estimates the company has reduced routing expenses by more than 60%, with a 3.8% reduction in overtime costs. All told, the company estimates it has improved profitability 1.3%.

Unlike its previous outsourced system, Roadnet Anywhere Routing and Dispatch provides Kowalski routers with absolute control and transparency via a drag and drop interface. Now they have real-time, objective information on stops and route factors such as distance, time, and cost.

Towery also reports an important increase in driver interaction, and managers actively get drivers involved in the routing process. She believes that interaction and involvement has increased employee satisfaction and longevity. Drivers are under less stress, which creates better attitudes at customer locations and ultimately increases customer satisfaction. "We have had more driver compliments over the past three months than we have had over the past three years," notes Towery.

The Kowalski team is also now using Mobile Premium, which provides upgraded features such as signature capture, picture notes, and auto arrive/depart. "The auto arrive/stop and service time updater have been awesome tools," says Towery.

Maintaining its 95-year tradition of quality food and superb customer service is what drives the success of Kowalski Sausage Company. Roadnet tools are helping the company manage costs, improve performance, and demonstrate its passion for quality on every delivery it makes, every day.

Quick Facts

KOWALSKI SAUSAGE COMPANY

Location	Results
Hamtramck, MI & Toledo, OH	<ul style="list-style-type: none">60% reduction in routing costs
Industry	<ul style="list-style-type: none">Reduction in overtime
Food Manufacturing	<ul style="list-style-type: none">Overall increased profitability
Service Areas	<ul style="list-style-type: none">Significant increases in customer satisfaction
Michigan & Ohio	<ul style="list-style-type: none">Increased driver accountability
Vehicles	<ul style="list-style-type: none">Improved decision making
10 fleet trucks	<ul style="list-style-type: none">Real-time troubleshooting
Solution	
Roadnet Anywhere Routing + Dispatching	

Learn how you can use our applications, platforms, and services to reduce costs, increase profitability, and stay competitive.

Visit www.omnitrac.com and let us show you how you can save time and money.

Getting More from Your Technology Investment

The Omnitrac Alliance Program facilitates integration of Omnitrac solutions with other leading companies that provide complementary technologies and services. This program taps into the power of integration in order to best meet the needs of our shared customers.

We offer Omnitrac Professional Services to all sizes of fleets to help you utilize our applications and our partners' applications in the most efficient way. Our assessment, integration, custom development and programming, training, business intelligence, and predictive modeling services deliver practical solutions. This critical information increases your productivity and efficiency, so you can both grow and differentiate your business.

The Omnitrac Services Portal provides access to a suite of web-based fleet management applications, including satellite mapping. Data from the Services Portal can be integrated into your existing enterprise systems.

About Omnitrac, LLC

Omnitrac, LLC is a global pioneer of fleet management, routing and predictive analytics solutions for private and for-hire fleets. Omnitrac's nearly 1,000 employees deliver software-as-a-service-based solutions to help more than 50,000 private and for-hire fleet customers manage nearly 1,500,000 mobile assets in more than 70 countries. The company pioneered the use of commercial vehicle telematics over 25 years ago and serves today as a powerhouse of innovative, intuitive technologies. Omnitrac transforms the transportation industry through technology and insight, featuring best-in-class solutions for compliance, safety and security, productivity, telematics and tracking, transportation management (TMS), planning and delivery, data and analytics, and professional services.

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