

CASE STUDY

Delivering Logistics and Final-Mile Services for Retail Customer

“One of the reasons why this partnership has been successful is because the Watco team acts as an extension to the customer’s brand. Their goals are our goals, and it’s our priority to meet them every day.”

Chad VanSickle

Watco Director of
Final Mile for Logistics

Watco’s retail services team helps a leading global office supply company by providing final-mile delivery to commercial and consumer customers.

Challenge

In 2017, the office supply company sought a third-party transportation and logistics partner to provide final-mile delivery service in Rochester, New York. The right partner would act as an extension of the company and make deliveries within 24 hours from when products were purchased online by businesses and residential customers. A short delivery window required the creation of a network of localized hubs to serve their key markets.

Solution

This global company called on Watco to help build a final-mile solution. Together we designed and implemented a solution that met their safety, productivity, delivery, and customer service requirements, all while ensuring a process that emphasized continuous improvement.

The solution features a network of 26 eFulfillment hubs that focus on key markets. These hubs unload linehaul trucks and sort and segment packages that are delivered through a fixed route environment that ultimately connects the company to their customers.

When making deliveries, drivers wear branded uniforms and typically drive a sprinter van, small box truck, or 24’ straight truck that displays the company’s logo. Safety and overall transparency in the supply chain process are paramount to the success and satisfaction of the customer. This requires tracking and real-time customer support through the entire delivery life cycle.

Results

Since 2017, our partnership has continued to grow. Today, Watco coordinates a daily average of 20,000 shipments consisting of 60,000 cartons delivered by 800 independent drivers in 26 eFulfillment hubs strategically located throughout the United States.

Contact us:

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