

A photograph of a white delivery van with its rear door open. A worker wearing a cap and glasses is standing inside the van, looking at a handheld device. Several cardboard boxes are visible inside and outside the van.

WHITEPAPER **CASE STUDY**

Power Players of Delivery Network
Examining the Impacts of Diligent Use of
Elite EXTRA's Delivery Network



About Us

Elite EXTRA is a software company offering industry-leading last mile logistics solutions. Our flagship product, Routing & Dispatch, is now joined by two more solutions to streamline logistic operations in the last mile: Delivery Network (a thirdparty logistics platform), and Returns Automation (a returns management solution). At Elite EXTRA, we use our 15 years of experience in the logistics space to offer award-winning SaaS solutions to companies across the world with customized solutions that cater to their unique needs and company workflows.

www.EliteEXTRA.com

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ROUTING &
DISPATCH



DELIVERY
NETWORK



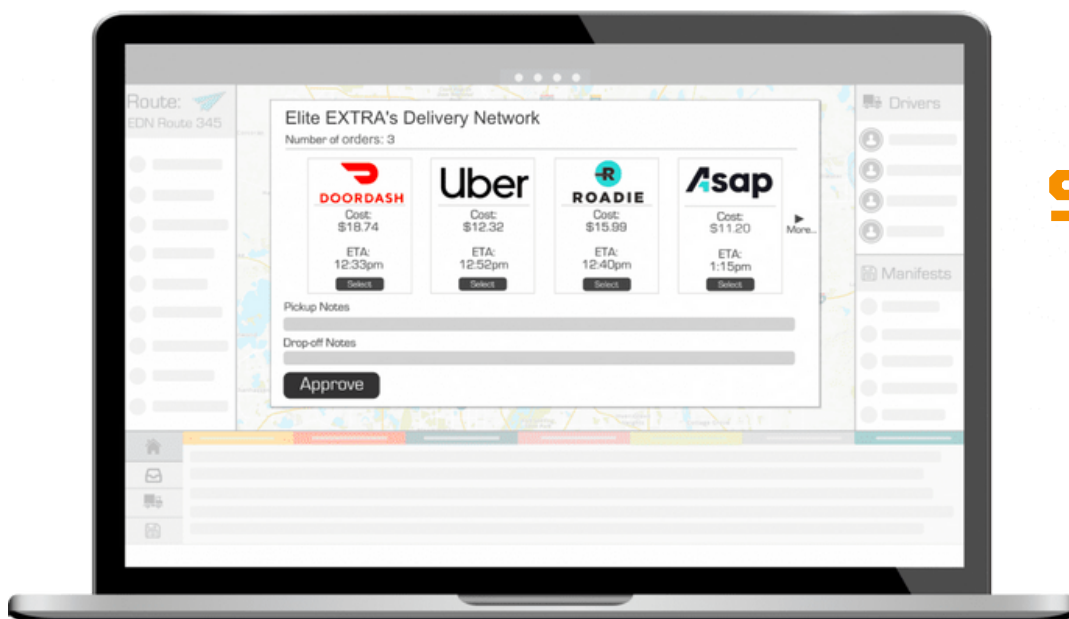
RETURNS
AUTOMATION

What is Delivery Network?

Delivery Network is a dynamic third-party logistics platform that connects businesses to top delivery providers, such as DoorDash, Uber, Roadie, and more. Developed in 2019, Elite EXTRA Delivery Network was created to help companies alleviate driver shortages, navigate seasonal influxes, streamline outlier deliveries, and manage multi-carrier delivery.

Ultimately, Delivery Network's mission is to give our customers the tools necessary to optimize their last-mile delivery operations and better service their customers. This is achieved by offering an innovative set of key features, such as:

- Access to millions of drivers through the nation's top third-party fleets
- Simplified multi-carrier delivery management
- No individual contracts with delivery providers required
- Compare cost & time of multiple third-party providers at once
- Delivery analytics
- + So much more!



Since 2019

- 627,716+ deliveries made through Delivery Network
- 3,382,575+ miles driven
- 10 national carriers

Outlining the Study

Defining Our Power Players

Since being developed, Delivery Network has become an integral part of many companies' delivery operations. Upon beginning this study, it was evident that we needed to interview our most active users of Delivery Network to uncover the full range of benefits our platform could offer. Yet, the question remained: What truly defines a power player?

In order to qualify as a 'power player,' our research participants needed to use the Delivery Network for multiple deliveries on a daily basis. To ensure a more comprehensive understanding, we also took into account various factors such as the duration of their usage, the number of service providers they have activated, and the geographical regions where they use Delivery Network.

The Questions

The goal of this study was to examine how integrating Delivery Network into their daily deliveries impacted these businesses, so we asked them a variety of questions, ranging from the most important KPIs and cost analytics to business expansion and more. Specifically, we asked:

- What were your average delivery costs before and after Delivery Network?
- On average, what are your delivery times with and without Delivery Network?
- What do you believe are the biggest benefits associated with Delivery Network?
- How many extra deliveries are you able to make with Delivery Network?
- Has Delivery Network helped you expand your business in any way?

The Data Pool:

- Time using DN: 2 months to 5 years
- 1-4 Providers activated
- Locations: Colorado, North Carolina, California, and Florida

Meet the Players

- Robert Goldenstein, District Manager (National Automotive Retailer)
- Anthony Gonzalez, Director of Parts Sales, Tom's Truck Center
- Gilberto Pimentel, Multiple Store Manager, Dunn Edwards
- Ron Goins, General Manager, Riker's Automotive & Tire
- Eric Hajar, Operations Manager (National Automotive Retailer)
- Tony Ralston-Kerr, District Manager (National Automotive Retailer)



Our Findings

Throughout our interview process, clear themes began to emerge. Below are the top four themes that were consistently discussed by our power players:

The Need for Speed

When it comes to truly game-changing qualities, speed stands out as the unrivaled champion for our users. Remarkably, every single one of our interviewees singled this benefit out as the ultimate differentiator in their operations, ranking it above other factors such as cost or convenience. But what makes speed the undisputed front-runner?

To begin, let's explore the speed enhancements our power players experienced after implementing Delivery Network:

- **Universal Speed Enhancement:** Delivery Network consistently accelerates delivery times, providing a faster experience for 100% of the power players.
- **Pre-Delivery Network Benchmark:** Prior to adopting Delivery Network, average delivery times were extended to a maximum of 24 hours, causing delays and inefficiencies.
- **With Delivery Network:** Post implementation, the average delivery time dramatically shrinks to a mere 38 minutes, demonstrating a significant improvement in efficiency.

This dramatic reduction in delivery time triggered a cascade of benefits, each building upon the other. Initially, it translated into higher customer satisfaction scores, which subsequently sparked improved Google reviews and positive referrals.

Naturally, these positive reviews earned the companies a well known reputation for swift and efficient services. Notably, Ron Goins at Riker's Automotive & Tire shared a scenario where he had a competitor referring customers to his company because of their unparalleled speed of service.

"Our customers had gone to another shop local to us and [the shop] said 'Well, we won't be able to get to it for another week, but go over to Riker's Auto and they can get it done in a couple of days, if not sooner.' And we have heard that multiple times from our customers!"

- Ron Goins, General Manager,
Riker's Automotive & Tire

Because of the expedited deliveries, our users could also accelerate the pace of their operations in other areas, resulting in an overall quicker turnaround time, increased order capacity, and a subsequent boost in revenue.

With the domino effect of benefits, it is clear why speed was the most discussed and highly regarded benefit of Delivery Network.

Cutting Costs, Boosting Profits

Among our power players, speed clearly emerged as the most transformative factor. However, considering its pervasive influence in virtually every business decision, it's no surprise that cost takes the next significant position. So, how has Delivery Network impacted our power players' delivery costs?

The response to this was overwhelmingly positive. Let's break down how and why in a cost analysis:

The Cost of Delivery Network

The majority of our power players are existing users of Elite EXTRA Routing & Dispatch, but there are some who are independent users of Delivery Network. For those who are currently utilizing our Routing & Dispatch software, the integration into Delivery Network is a seamless process without any additional costs. However, for those who choose to use Delivery Network as a standalone product, a monthly base fee applies.

Aside from the base fee, our users operate on a pay-per-delivery model. Initially, this may appear as an added delivery expense, especially for those who already maintain their own delivery fleet. However, the reality is quite the opposite. For our power players, the true value of this model lies in the financial relief it brings.

Financial Relief

By integrating with the Delivery Network, these power players experienced a substantial reduction in overhead costs. While many continue to utilize their in-house drivers, they achieve significant savings by supplementing their team with third-party drivers. Daily assistance from the Delivery Network allows them to reduce their budgets for:

- Hiring Costs
- Salaries
- Insurance
- New Vehicles & Maintenance
- & more!

All of these expenses are shouldered by the third-party providers within the network. Through streamlined central billing, power players not only experience significant cost savings, but also enjoy the benefits of saving time and reducing operational efforts.

The extent of the savings can be illustrated through this quote from one of our power players:

“I can quantify the cost savings. On average, for us here, that is \$6,000-\$10,000 a month in payroll that we can save by utilizing this third party. It is definitely significant for us here.”

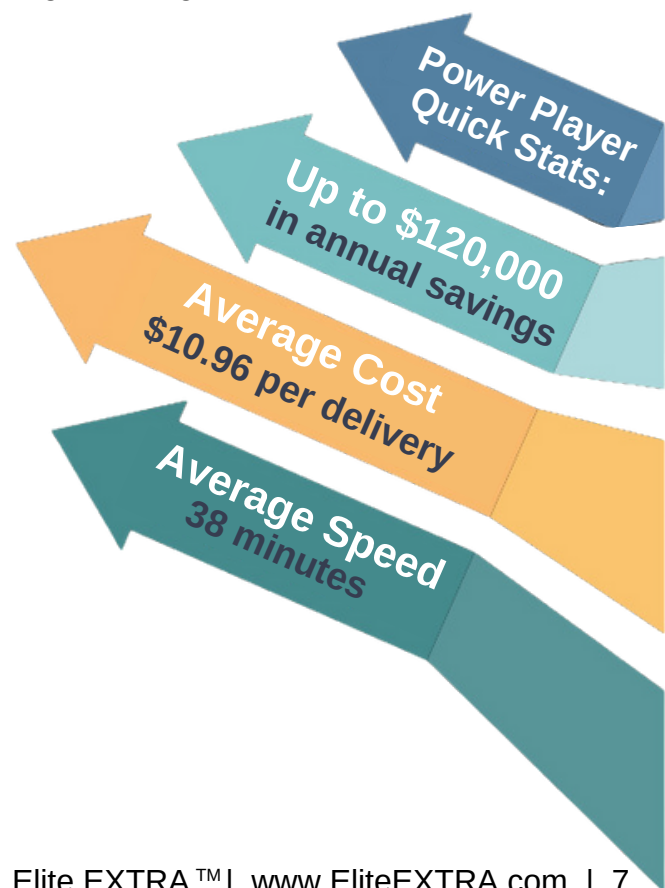
- Robert Goldenstein, District Manager (National Automotive Retailer)

Their monthly cost savings equates to **a savings of \$72,000-\$120,000 annually**. These significant cost reductions aren't unique to this player either; almost all of the power players noted their savings from Delivery Network being in the 5-6 figures range.

Budget Efficiency

As previously mentioned, Delivery Network operates on a pay-per-delivery model. Notably, one of our power players highlighted a strategy where they effectively passed these costs onto their customers through a service fee. Interestingly, their clientele willingly embraced these additional charges due to the significantly improved turnaround times it afforded them. For this particular user, adopting Delivery Network became a cost-neutral decision, enabling them to speed up delivery times and increase flexibility while incurring no additional net expenses.

With all these extra savings, our power players have been able to invest in their company's growth.



Scaling for Success

Speaking of growth, an astounding 100% of our power players were able to expand their business with the use of Delivery Network. This expansion presented itself in a few ways:

Additional Deliveries

First, and foremost, with the supplemental drivers from Delivery Network, all users unanimously confirmed they were now able to accomplish additional deliveries during the day, a feat previously unattainable. While some users could quantify this increase to 2 to 5 extra deliveries daily, the feedback from other players was even more compelling:

- “[Because of the new way we are able to do business and deliveries] everything we do is extra! 100%”
– Ron Goins, General Manager, Riker's Automotive & Tire
- “The possibilities are endless... It is hard to quantify but it has to be at least double based on the sales [reports] our stores have seen. We have had guys that were only doing \$500 [in sales] a month, and because of this delivery service, we've gotten to \$1,000-1,200 or more per month increase.”
– Tony Ralston-Kerr, District Manager (National Automotive Retailer)

Furthermore, alongside achieving these extra deliveries, users also enjoyed the advantage of retaining more sales, thanks to the improved delivery times. Faster deliveries meant an improved customer experience which has helped these companies hold onto their key customers.

Inter-location Deliveries

A distinct and innovative approach that over half of our power players adopted involved using Delivery Network not only for customer deliveries but also for inter-location transfers between their stores. By eliminating the need to dispatch their own employees to transfer products, they effectively reduced wasted time and boosted office-based productivity. This, combined with the quicker transfers, translated into faster job turnaround times.

Expanding Markets

With Delivery Network, our power players successfully broadened their market reach. For some, this entailed servicing customers who were previously inaccessible using their traditional delivery workflows. Others leveraged this expansion to diversify their delivery operations, venturing into new geographical areas and industries.

Element of Surprise

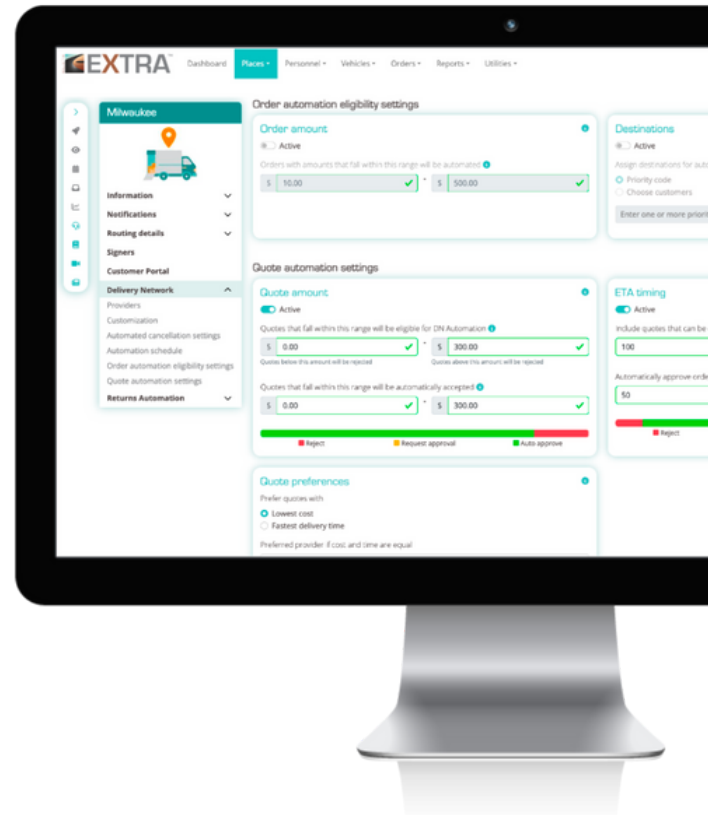
When asked what the most unexpected changes were to their operations after integrating with the Delivery Network, our power players said this:

Quick Adoption

In industries that often lag behind in technological adoption, it came as a pleasant surprise to many of our power players how swiftly their workforce embraced the software and seamlessly integrated it into their daily routines. They credited this rapid adoption to the software's user-friendly design and the immediate recognition of its potential to enhance their operations.

Uncovering Inefficiencies

With quicker speed and efficiency brought by Delivery Network, multiple users emphasized its role in uncovering inefficiencies within their own operations. As Tony Ralston-Kerr, District Manager, candidly pointed out, "We couldn't fathom how quick there would be a driver ready [through Delivery Network]...It made us sit back and really think about what other parts of our business are we inefficient in? And how can we get ahead of it?"



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- Tony Ralston-Kerr, District Manager (National Automotiver Retailer)



Diving Deeper Into Customer Satisfaction

Customer satisfaction permeates several other themes, such as speed, cost, and ease of use, but it warrants a more in-depth exploration. Our power players derived significant advantages in this regard, which encompassed:

Reduced Customer Calls

By leveraging Delivery Network's efficiency, our power players experienced a noticeable decline in customer inquiries and calls. The streamlined operations and improved delivery performance reduced the need for customers to seek updates, reflecting a heightened level of satisfaction.

Simultaneous Customer Prioritization

Delivery Network equipped our power players with the capability to prioritize multiple customers simultaneously. They could efficiently manage a multitude of deliveries without compromising service quality, a capability that elevated customer satisfaction by catering to diverse demands.

Consistent 'Yes' to Customers

One of the most striking benefits was the ability to consistently say 'yes' to customers. Through enhanced operational agility and reliability, our power players could fulfill customer requests, accommodate last-minute changes, and meet tight delivery windows. This unwavering ability to satisfy customer needs created a profound positive impact on overall satisfaction levels.



Final Thoughts

“Before we’d say, ‘We’ll have it there by this afternoon.’ Now we can say it will be there within an hour!”

— Gilberto Pimentel, Multiple Store Manager,
Dunn Edwards

After years of growth and development in our Delivery Network, this study serves as an analysis of the diligent use of Delivery Network. Backed with impressive evidence from our power players, we are confident that Delivery Network can transform delivery operations for the better.

Getting Started

If you’d like to explore how Delivery Network can enhance your deliveries, contact our team, and we’ll set up a meeting to give you a live product demo!

To learn more about
Delivery Network
or one of the other
last mile software
solutions, please
contact us today!

[Request Demo](#)

[Learn More](#)



This Study Found That 100% of Power Players...

- Increased Delivery Speed
- Reduced Delivery Costs
- Expanded Their Business With Delivery Network
- Rated Their Experience ‘Very Satisfied’

About the Authors



Mallorie Barabas

Mallorie is Elite EXTRA's Marketing Strategist and was the lead writer for this case study. In addition to leading the marketing for Delivery Network, Mallorie's duties for the company as a whole expand to social media, SEO, email marketing, and beyond.



Tyler Stephens

Tyler is the Business Development Lead for Delivery Network at Elite EXTRA, and led the interviews and discussions for this case study. Fully immersed in this product and its mission, Tyler has been involved in product development, sales, implementation, and account management since 2022.

Interview Citations

- Barabas, M., Stephens, T., & Robert Goldenstein - District Manager, NAPA (2023, October 4). Delivery Network Discussion. Personal Interview.
- Barabas, M., Stephens, T., & Anthony Gonzalez - Director of Parts Sales, Tom's Truck Center (2023, October 10). Delivery Network Discussion. Personal Interview.
- Barabas, M., Stephens, T., & Gilberto Pimentel - Multiple Store Manager, Dunn Edwards Paints (2023, October 11). Delivery Network Discussion. Personal Interview.
- Barabas, M., Stephens, T., & Ron Goins - General Manager, Riker's Automotive & Tire (2023, October 12). Delivery Network Discussion. Personal Interview.
- Barabas, M., Stephens, T., & Eric Hjar- Operations Manager, NAPA (2023, October 12). Delivery Network Discussion. Personal Interview.
- Barabas, M., Stephens, T., & Tony Ralston-Kerr- District Manager, NAPA (2023, October 12). Delivery Network Discussion. Personal Interview.



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