

CASE STUDY



The Challenge:

Foothill Appliance offers a full line of services including repair of residential and commercial appliances, preventative maintenance plans, and new sales. For nearly 10 years, they've made a commitment to provide the most reliable and dependable service to their customers.

Customer experience is a huge driving force for the business—so much so that they perform all installations, services, and deliveries using in-house teams to ensure the best possible level of service. Unfortunately, their existing technology wasn't making it easy for them to keep customers in the loop: they had to rely heavily on phone calls to customers to provide delivery details, and it was nearly impossible to respond to all customer inquiries in a timely manner.

They knew that they were ready to level up their last mile delivery management, and they turned to DispatchTrack to help them do it.

DispatchTrack
customer since
2024

2

warehouses



Multiple hours worth of
phone calls saved per
day with
DispatchTrack



The Solution:

By partnering with DispatchTrack, Foothill Appliance gained a partner who was committed to helping them offer the right level of customer service. Our software solution offered:



Automated bulk customer notification via text and email



Route optimization powered by AI



Two-way connectivity with customers



Real-time delivery visibility



An easy-to-use driver mobile app

The Results:



Faster responses to customer inquiries



Significant time savings from a reduction in phone calls



Easier return management via return codes



More empowered drivers thanks to the mobile app

Once they had implemented DispatchTrack, Foothill Appliance began seeing benefits almost immediately. Now, instead of spending hours after closing time returning calls from customers, they were able to send out customer notifications in bulk with just a few clicks. Customers felt better being easily able to see their order details, and the Foothills team saved a huge amount of time.

At the same time, the added connectivity made delivery visibility and driver management significantly easier. Inbound calls from drivers dropped significantly as well—since there was no risk of them losing the physical pieces of paper with their stop details. And the use of return codes in the mobile app to indicate why a particular item was coming back to the warehouse made triaging returns quicker and more efficient. All this helps lay the foundation for improved customer service, and even a pathway to business growth.

"We're always looking for ways to more effectively help the customer. DispatchTrack gave us a great option for making sure the customers are happy and they're not stuck waiting on us to call them back."

-Sarah Barnes

Office Manager, Foothill Appliance