



How to minimize waste of time in deliveries.

This Mexican company relies on the platform PosiTrace to improve the administration of its units, positively impacting its sales and the business relationship with the customers.



ABOUT NAVARRO'S

Navarro's is a 100% Mexican company dedicated to the nationwide marketing and distribution of syrups and natural foods, such as bee honey and its derivatives. The company has a fleet of vehicles dedicated to the distribution of its products to the final points of sale such as supermarkets, pharmacies, convenience stores, as well as directly to the consumers.

THE CHALLENGE

Navarro's company's main challenge was to be able to track the locations of their drivers during their routes to be able to determine which were the bottlenecks, whether the problem was in following the route outlined by the company or stopping for a long time at the point of delivery or at unauthorized locations.

The fleet manager indicates that repeatedly the drivers claimed to be in a certain location when it was simply not the case. For this reason the sales and the promised on-time deliveries were affected, and the delays at the points of sale were commonplace. The manager mentions that "we even had delays of half an hour in deliver to the customers, and for that we lost sales or the customers were upset."

The end result of this was loss of time and money, in addition to deteriorating relationships with the clients.



THE SOLUTION



The PosiTrace platform offered Navarro's the ability to track their vehicles in real time. In this way the company had better control over the management of deliveries and was able to make corrections in real time to meet the deadlines established for the deliveries with the customers.

Although the drivers already were familiar with their route and how they should carry it out, the established routes were not always respected by the drivers. Using the PosiTrace platform, it was possible to monitor and make visible these deviations from the pre-established routes.

With the easy-to-use PosiTrace tool, Navarro's achieved improvements in their logistics and was content to have more control of their fleet for practical everyday use.



“ It's easy to understand and to use, as well as to report the information in real time. ”

RESULTS

The result of implementing the PosiTrace platform in the logistics management of the company was a notable improvement - an increase of 20% in sales, since previously the sales were negatively affected by the delays and customers' dissatisfaction.



“ I'm very satisfied with the PosiTrace platform. It is practical, effective and comes at an excellent price. ”

We invite you to learn more about PosiTrace and how this system positively impacts the logistics of your customers. We are certain that our platform will optimize your operations and make your business more efficient. Click here to find out the right solution for you.

Contact us and get free advice on how to improve your fleet management.

[CLICK HERE](#)