



## Case Study

## UPS Logistics Technologies



### Goodness Greeness Quickly Grows to Greatness with Roadnet Anywhere®

“We were organic when organic wasn’t cool,” says Rick Scaman, Vice President of Goodness Greeness, one of the largest privately held organic produce companies in the United States. Based out of Chicago, Illinois, Goodness Greeness is a family-owned business, founded by the three Scaman brothers—Robert, Rodney, and Rick—in 1991. Currently, they actively serve over 300 customers in the Midwest through the distribution of fresh organic produce. Their customers range in size from the warehouses of major chain stores to local health food stores and everywhere in between.

With the company looking to expand, Scaman initially began researching technology solutions to save on the time spent manually routing. “At the time, I had taken over the manual routing process so that it could free up other people and put the resources back to where they belonged in the company—buying and selling product,” stated Scaman. While searching on the internet, he ran across UPS Logistics Technologies’ routing and GPS-tracking solution for small businesses, Roadnet Anywhere.

Once implemented, Roadnet Anywhere exceeded Scaman’s expectations. “Based on the way I was

able to use the system, and the different ways I could interact with it, I met my ROI almost instantly,” Scaman declared. Roadnet Anywhere changed the way Goodness Greeness delivered produce. Initially, Scaman used Roadnet Anywhere as a tool to rebuild and analyze their standard routes, increasing optimization and decreasing the amount of overlapping routes, especially on specific days of the week.

Scaman then used the cost per stop feature in Roadnet Anywhere to figure out the cost-effectiveness of expanding into a new area or deciding whether or not to place his longer routes on a common carrier or another company’s truck. “I use the cost per stop feature to give our sales staff an educated answer when we are considering venturing into new territories. I now have a hard number, pretty close to the actual one, that proves how much it would cost and how a new delivery will fit into the current routes,” Scaman remarked. “I’m saving \$800-\$900 three times a week by hiring a regular common carrier versus sending one of my trucks.”

As an added bonus, Goodness Greeness began implementing Roadnet Anywhere at a time when many of the leases were up on their

#### QUICK FACTS

#### Goodness Greeness

##### Headquarters

Chicago, IL

##### Industry

Certified Organic Produce

##### Service Areas

Northern IL, WI, Northwestern IN and surrounding areas

##### Active Customers

300+ regular accounts

##### Vehicles

5 tractor trailers  
1 straight truck

##### Solutions

Roadnet Anywhere®

- Plan
- Dispatch

##### Results

- Reduction in routing time from 1 hour and 15 minutes to 20 minutes
- Increased Customer Service
- Met ROI almost instantly
- Increased Resource Utilization



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vehicles, which fortunately allowed them to save money by restructuring their fleet. They were able to reduce the amount of vehicles on the road, while maintaining and growing their customer base.

Almost immediately after implementation Scaman noticed an increase in customer service levels. "If a customer calls in looking for his delivery, I no longer have to call the driver, track him down, and place the customer on hold. I can have the answer to the customer within less than thirty seconds," stated Scaman.

Scaman is proactive about customer service by sending out blanket instant messages to the sales team ahead of time if a route is going to be late. "It's great, it makes us look like rockstars to our customers," joked Scaman. Scaman has plans to wire a flat screen television so that all employees can have real time information on the location of the vehicles.

In addition, Roadnet Anywhere has helped Goodness Greeness resolve the occasional customer discrepancy. Scaman has been able to use the GPS visibility in Roadnet Anywhere to show when his vehicles consistently arrive on time and on schedule to any customer who claims a vehicle has arrived late. He has been able to support his drivers by supplying hard data evidence of the delivery times. Scaman can also see where in their routes the drivers are getting held up, therefore increasing

productivity. "If a driver's stop is supposed to take thirty minutes, but I see it consistently takes an hour or more, I can talk to the sales team and see how we can work together to decrease the delivery time with a particular customer," explained Scaman.

Overall, resource utilization has been key for Goodness Greeness—the time spent routing or fielding calls has been reduced, sales territories and deliveries have been optimized, and Roadnet Anywhere has been user-friendly with strong customer support.

"I'm not the most computer savvy person in the world and yet I am able to work with the system quite easily. If there is ever an issue or I can't figure something out, I can always get help with Customer Support. The staff at UPS Logistics Technologies is incredible," concluded Scaman.

**"Based on the way I was able to use the system, and the different ways I could interact with it, I met my ROI almost instantly."**

**Rick Scaman**  
Vice President, Goodness Greeness

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