



AVERITT

Think Red Instead

Case Study

Averitt Cooks Up Dedicated Program to Improve Fleet Efficiency



Market: Retail Products
Logistics Services: Dedicated Transportation



Cracker Barrel Old Country Store, Inc is one of many prestigious companies for whom Averitt provides dedicated fleet service.

Situation Overview – Fleet on Demand:

Averitt handles the transportation of most retail products offered in hundreds of Cracker Barrel locations, spread across dozens of states. Through Averitt’s dedicated services, an assembled fleet of tractors is being used exclusively for Cracker Barrel. These bright red tractors pull Cracker Barrel’s distinctively colorful trailers, providing Cracker Barrel with a visible “company fleet” without all of the hassles of operating and maintaining one.

Dedicated Challenge – Assemble the Team:

To meet the challenge of this private fleet conversion, Averitt has assembled a team of dedicated drivers and Averitt tractors. In addition, Averitt associates have been placed on site at Cracker Barrel’s Lebanon, Tennessee, distribution center. Drivers use dozens of different routes as far away as Arizona, Utah and Idaho.

When forming Averitt’s dedicated fleet solutions for Cracker Barrel, the approach was to provide a retail delivery system that was customer-centered with professional driving associates, ensuring customer satisfaction at every delivery. The driver recruitment process was critical in achieving the expected service performance, and Averitt’s standards for driving associates are the highest in terms of professional image, professional skill, and professional conduct at all times.

Problem:

Establish a “visible” company fleet without the operating and maintenance costs.

Solution:

Averitt’s Dedicated Fleet Management Services.

Results:

More time for Cracker Barrel to focus on serving their customers. Less money spent on moving goods.

“Averitt had an excellent plan not only for our day-to-day needs, but for overflow situations involving our retail products. They also were prepared for peak times, such as Christmas, when we have more products that need to be shipped to our retail outlets.”

—Julie Davis, Cracker Barrel Spokesperson.



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Averitt's Supply Chain Solution

The Cracker Barrel operation was thoroughly planned, and Averitt was able to identify certain systemic failures with its previous delivery system that were creating inefficiencies and service failures. Averitt was then able to develop a more efficient, effective delivery system.

Results – Significant Cost Savings and Reduction in Claims:

Here are some of the ways Cracker Barrel is benefiting from Averitt's dedicated services:

- **Transportation Savings** – Averitt was able to help Cracker Barrel reduce its fleet size thanks to powerful optimization software. Averitt was also able to work directly with Cracker Barrel's purchasing associates to coordinate backhauls, which allowed Cracker Barrel to further reduce its overall transportation spending.
- **Administrative Savings** – With the help of on-site routing software, Averitt has streamlined Cracker Barrel's routing plans by designing and implementing a more efficient system to deliver its products.
- **Claims Reduction** – An on-site manager works to reduce Cracker Barrel's claims ratio through improvements in loading/unloading processes.

Other key benefits of Averitt's service to Cracker Barrel include:

- Improved on-time service performance
- Improved driver retention rate
- Consistency in delivery times
- Operational stability
- Overall continuity in the partnership

For more information about Averitt Express Supply Chain Solutions, call Walt Gray at 615-333-4431 or visit www.averittexpress.com/dedicated.