



# Optimizing Last-Mile Delivery for Peak Season Volumes With Dispatch

## THE CHALLENGE

A national manufacturing company faced significant challenges during peak production and shipping seasons. As end-of-year orders surged from distributors and clients, the company's logistics network was stretched to capacity. Deliveries of finished goods and components had to meet strict deadlines to avoid penalties and production halts downstream. Increased order volume strained internal fleets and third-party carriers. Production delays and last-minute shipments made coordination more difficult. Manual routing and fragmented visibility led to bottlenecks, miscommunication, and costly delivery failures.

## THE SOLUTION

Dispatch enabled the manufacturer to streamline complex outbound logistics during peak periods. By unifying internal and external fleets, centralizing route planning, and delivering real-time visibility, the manufacturer was able to maintain agility and performance under intense operational pressure.

Key capabilities included:

- Access to a flexible network of carriers to supplement internal fleets.
- Real-time GPS tracking and updates to reduce idle time and meet deadlines.
- Centralized coordination across fleets, facilities, and partners for smoother logistics.
- Detailed proof of delivery with photos and notes to ensure accountability for goods.

## THE RESULTS

- On-time, traceable deliveries across distribution centers and final-mile destinations, even when volumes were fluctuating.
- 35% reduction in customer service calls due to proactive tracking updates and ETAs.
- Fewer missed handoffs and improved supply chain continuity through centralized logistics control.

By partnering with Dispatch, the manufacturer ensured smooth operations during seasonal demand peaks, protected critical B2B relationships, and delivered products with reliability and confidence, no matter how complex the delivery landscape became.