



# DISPATCH CASE STUDY

## About Alside

As a leading distributor of exterior building products for both residential renovation and new construction, Alside prides itself on timely service and reliability.

With customer demand increasing and driver resources stretched thin, the operations team sought a more efficient way to complete deliveries without overextending their fleet.

That's where Dispatch came in.

By integrating Dispatch's on-demand delivery platform across 19 branch locations (and growing), Alside gained the flexibility to handle high delivery volumes, improve fleet efficiency, and better serve contractors with faster turnaround times.

## The Last-Mile Challenge

Managing last-mile logistics was becoming increasingly complex. With swings in driver availability, unpredictable demand, and multiple jobsite drop-offs each day, Alside needed a more agile delivery solution that could adapt to customer needs, especially during peak construction seasons.



**Over the past four months, Dispatch has saved us nearly 240 hours on the road, allowing us to better serve our customers more efficiently. — Bryan Riddick, Operations Lead, Alside**





The goals were clear:

- Reduce time spent on the road
- Cut operational costs
- Deliver materials faster to contractors
- Fulfilling delivery needs when capacity is limited or unavailable
- Maximize usage of inventory through branch transfers

## The Fulfillment Solution

Alside partnered with Dispatch to streamline last-mile fulfillment across its branch network. Using Dispatch's on-demand delivery platform, the company was able to:

- Route deliveries efficiently between branches and job sites
- Use real-time tracking and proof of delivery to keep customers informed
- Handle urgent, time-sensitive orders through Dispatch's service level options

This model provided each branch with the tools to operate more efficiently while ensuring contractors got the materials they needed, exactly when they needed them.

"Over the past four months, Dispatch has saved us nearly 240 hours on the road, allowing us to better serve our customers more efficiently," said Bryan Riddick, Operations Lead at Alside.

He continued, "We've seen major improvements in delivery visibility, speed, and consistency across all branches that have utilized Dispatch. The ability to flex between our own trucks and Dispatch's nationwide fleet gives us confidence that no matter the volume or urgency, our contractors get what they need, when they need it."

## The Bottom Line

In just four months, the impact on Alside's business was measurable and significant (see the chart on the last page). The company saved over 240 driving hours, reduced operational expenses, and improved last-mile delivery efficiency with Dispatch.





Metric	Result	Impact
Driving Hours Saved	240+ hours	Freed up team capacity to focus on customer service
Fleet Utilization Savings	\$3,000	No more paying for empty return runs
Distance Reduced	8,399 miles	Less wear and tear on fleet vehicles
Fuel Saved	~840 gallons	~\$3,150 in savings
Fleet OPEX Savings	\$5,800	Lower maintenance, insurance, and depreciation costs
Selection of ASAP Delivery	47%	Boosted contractor satisfaction
Multi-Stop Efficiency	28%	Optimized routes, lower cost per order
Branches Using Dispatch	19	Widespread adoption across regions

