

# CUSTOMER CASE STUDY

## Revel Woods

Revel Woods offers high-quality flooring and a streamlined buying experience. They combine the best of both worlds: the expertise of a specialty retailer with the efficiency of eCommerce.



## The Challenge

Imagine trying to coordinate the delivery of bulky and heavy yet delicate flooring material across the country, only to be met with delays, missed appointments, and communication breakdowns during the final leg of delivery. That was the reality for Revel Woods, who used LTL curbside for drop-off. They were met with disappointments: delivery times that weren't being honored, incorrect vehicle types that couldn't accommodate the shipment, poor communication, and a lack of transparency for both Revel Woods and their customers. John Dupra, Founder and Principal Member said, "It doesn't matter how good a job you do; all of the efforts you put into your company is wasted if you can't deliver the final mile in a timely, positive, and professional manner." He decided it was time to make a change.

## The Solution: Dispatch

In 2022, Revel Woods turned to Dispatch as the strategic solution to their last-mile delivery



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challenges. With Dispatch as a partner, Revel Woods experienced a night-and-day difference in their operations. With real-time tracking and notifications, their entire team gained visibility into the driver's progress, enabling them to know the exact delivery time. This aided in planning and anticipating potential delivery challenges as well as ensured customers were kept informed throughout the delivery process.

Through an API, Dispatch has become seamlessly integrated with their tech stack, allowing them to manage both LTL and Dispatch orders from a single platform. Dispatch has also enabled Revel Woods to offer value-added services like Room of Choice and Pallet & Packaging Disposal, providing a more personalized and convenient last-mile delivery experience. John stated that, "Dispatch is sort of our secret weapon now."

## The Power of Decentralization

Revel Woods' partnership with Dispatch has not only transformed their operations but has also helped them to scale their business and expand their reach. By decentralizing the traditional flooring model, they've been

able to tap into new markets and serve a wider customer base. As John explains, "Dispatch has been instrumental in allowing us to decentralize our business. As long as Dispatch exists in a market with a shipping terminal, we can scale instantly in that location with no additional costs. We've also been able to sell to customers we normally wouldn't have access to." By scaling their business efficiently, Revel Woods has positioned themselves for long-term growth and success, while also maintaining the flexibility to adapt to market trends.

## The Dispatch Advantage

Revel Woods' partnership with Dispatch showcases the transformative power of a reliable last-mile delivery service. As John stated, "It's made our supply chain so incredibly efficient that if Dispatch were to go away, we would have to entirely re-evaluate how we do business." By prioritizing a seamless last-mile delivery experience, they found the catalyst for rapid growth and expansion into new markets.