



Industry Automotive

Bergstrom Partners With Bringoz to Increase Auto Parts Delivery Efficiency

When we look at the wholesale parts delivery process, optimization and automation are an integral part of its profitable sales growth. Customers are counting on fast and accurate delivery, from parts to vehicles and meeting expectations is often predicated on implementing the right technology. Bringoz delivery management system has been enabling a top auto-group to substantially increase its orders volume along with a sustainable growth in resources and costs.

Bergstrom Automotive is one of the top 50 automotive retailers in the U.S. with 45 locations and 1,700 team members located throughout Wisconsin. Bergstrom Automotive's commitment to quality service drives customer satisfaction as the company represents every major automotive manufacturer sold in the United States including Audi, BMW, Chevrolet, Honda, Land Rover, and Volvo.



Founded in
1982



1700 employees
(in-house and third-party)



Sells and services
33 automotive
franchises from
45 facilities



Central auto parts
hub contains
3.2M automotive
parts



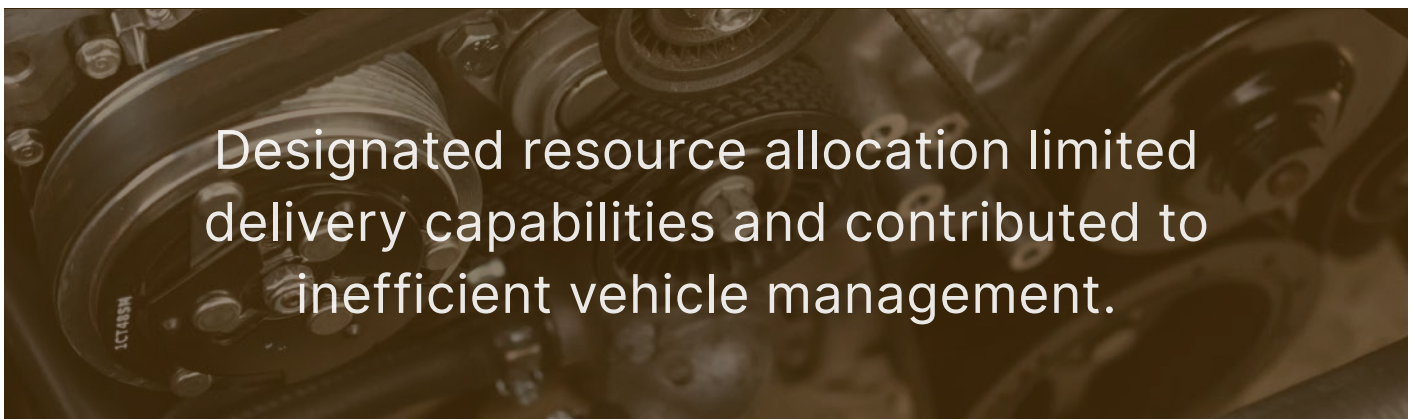
2020 best dealership
group to work for
by Automotive News

As Bergstrom continues to expand its physical footprint and automotive service capabilities, especially around wholesale parts sales, the company needs a modern and flexible solution to manage, optimize, track and monitor auto parts deliveries more efficiently. As of the start of 2022, Bergstrom is expanding its BMW and Mercedes-Benz service center in Grand Chute, Wisconsin. Driven by increased demand, the expansion will double the facility's service capacity.

Challenges

As Bergstrom made it a priority to grow its wholesale parts business, company management had some technical challenges to managing and monitoring its deliveries effectively. The company's previous delivery management system lacked the capabilities Bergstrom needed to meet its delivery service level agreements.

With limited visibility, managers were unable to monitor all deliveries efficiently or ensure on-time delivery service. The company lacked the flexibility to share resources (drivers and vehicles) and couldn't easily adjust to delivery disruptions. As the company moved to a cloud-based dealer management system, it needed a modern, cloud-based solution to plan, monitor, and manage its deliveries, increase agility, and give all stakeholders visibility into the entire delivery operation.



1 | Inefficient Allocation of Resources

Prior to using Bringoz' platform, each dealership designated its own set of drivers and dispatchers to manage its delivery service. Drivers were assigned specific delivery areas and routes. Designated resource allocation limited delivery capabilities and contributed to inefficient vehicle management. Drivers lacked the flexibility to adapt to real-time constraints and unexpected demands

2 | Inability to Meet Growing Business Needs

Bergstrom always seeks to deliver the best service to all of its customers. However, as the company continues to expand its wholesale parts business and its delivery demand grows, providing exceptional delivery service has become increasingly challenging. Their current dispatch and routing solution provided limited capabilities. It lacked the flexible and scalable functionality that Bergstrom needed to keep up with growing business needs and consumer expectations for fast and seamless deliveries.

3 | Poor Visibility

Lack of real-time visibility prevented all stakeholders from tracking, monitoring, and managing deliveries effectively in real-time. Bergstrom did not have the tools it needed to promptly respond to delivery issues. Siloed information led to longer response times. Limited visibility into the delivery process led to inefficient delivery management. Managers could not identify which deliveries needed immediate attention and effectively determine the best course of action.



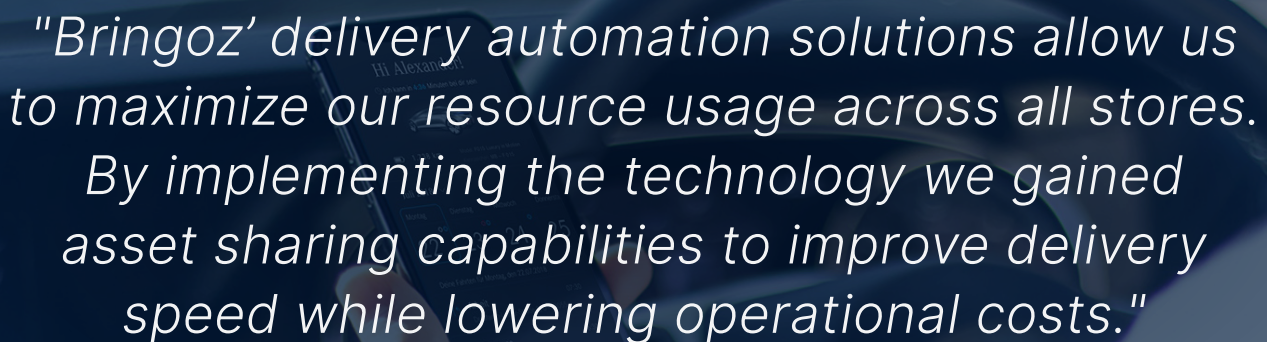
4 | Lacked Delivery Schedule Flexibility

Bergstrom's delivery operation lacked the dynamic routing capabilities to edit routes in real-time. Predefined delivery schedules made it difficult to adapt to delivery delays and ensure on-time delivery service. Schedule changes were assessed manually and delivered by phone calls and texts. These manual processes contributed to frustration as last-minute schedule changes and conflicts had to be coordinated and resolved in real-time.

Solutions

The Bringoz system and its out-of-the box capabilities provided a clear path for improvement in all of the challenges that Bergstrom experienced as it continued to scale and expand its wholesale parts business. Bringoz' comprehensive delivery management solution provided the company with the tools to track, monitor, and manage deliveries and adjust to real-time demands. Bringoz provided real-time visibility and the agility to adapt to an expanding delivery operation. In addition, the system's onboarding and integration capabilities streamlined the entire implementation process.

Bringoz' dedicated team provided guidance and support throughout the entire implementation process. The team was acutely aligned with Bergstrom's business needs and was able to configure the solution to meet their requirements.



"Bringoz' delivery automation solutions allow us to maximize our resource usage across all stores. By implementing the technology we gained asset sharing capabilities to improve delivery speed while lowering operational costs."

Thomas Schelonka, Corporate Wholesale Manager

1 | Share Resources to Improve Speed and Cost

Bringoz' asset sharing capabilities enabled Bergstrom to reduce the number of dispatchers and drivers required to maintain its delivery service. Instead of separate dispatchers and drivers for each location, drivers are seamlessly shared between different locations, enabling a couple of dispatchers to manage the entire company's delivery operation. Sharing assets helps Bergstrom maximize its resources as it adapts to varying delivery demands.

2 | Automation

Using Bringoz' solution, Bergstrom can now plan routes based on specific delivery demands and constraints including vehicle capacity, urgency, and specific package requirements creating an efficient delivery schedule. Algorithm-based resource matching allows Bergstrom to efficiently allocate resources with various task parameters including distance, package dimensions, and service areas. Bergstrom can easily dispatch all delivery orders in real-time with constraint-based automated dispatching and demand consolidation.

3 | Real-Time Visibility

Bringoz' centralized system gives dispatchers and managers a real-time view of the entire delivery operation from a single interface. Real-time visibility provides insights into the delivery operation, what is working and what needs to be improved. Managers and dispatchers can be more proactive, anticipate issues before they occur, and adapt accordingly. Proactive problem-solving allows for faster and more efficient delivery management while minimizing delivery disruptions.



"Implementing Bringoz was a short and seamless process. A combination of robust technology and excellent service standards made all the difference."

Thomas Schelonka, Corporate Wholesale Manager

4 | Route Planning and Scheduling

Using Bringoz' route planning capabilities, managers can automatically plan and assign routes days in advance. At the same time, routes can be adjusted in real-time with the addition of new deliveries or changes to deliveries that are already in progress. Managers are able to efficiently assign resources based on specific delivery needs. The system takes into consideration various constraints such as location, vehicle capacity, package size, and service areas to allocate the right resources to each delivery route. Managers are also able to easily reassign routes to different drivers in real-time and they can add or cancel deliveries as needed.

Summary

Bergstrom Automotive needed an efficient solution to manage its deliveries and adapt to growing needs.

Bergstrom Automotive needed an efficient solution to manage its deliveries and adapt to growing needs. The previous system that the company was using limited their delivery management capabilities. This contributed to poor visibility, limited flexibility, and inefficient resource allocation leading to increased operational costs and operational inefficiencies.

However, with Bringoz' robust platform, Bergstrom can now manage all of its deliveries from one centralized system. Real-time visibility and schedule flexibility make it easy to seamlessly adapt to delivery demands and make changes to delivery routes in real-time. Flexible resource allocation enables Bergstrom to share resources between its different locations, saving time and money. Bringoz' scalable platform allows Bergstrom to seamlessly increase its delivery capabilities across more locations as demand continues to grow.



25

Delivery ops grew from 1 store to 25 in 1 year

130%

130% increase in drivers

490%

490% growth in deliveries



Before Implementing Bringoz' Solution



Inefficient Resource Allocation

- Each dealership had its own drivers and multiple dispatchers to manage deliveries
- Fixed assigned resources led to inefficient resource allocation and higher costs



Inability to Meet Growing Business Needs

- Dispatch and routing system could no longer keep up with growing needs
- System lacked the ability to adapt and scale as business expanded



Poor Visibility

- Siloed information and lack of real-time visibility
- Reactive problem-solving based on limited knowledge led to inefficient delivery management



Limited Real-Time Flexibility

- Route changes and delivery exceptions were handled by phone
- Drivers were assigned to specific locations



After Implementing Bringoz' Solution



Flexible Resource Allocation

- Drivers are shared between different dealerships and 1-2 dispatchers manage entire delivery service
- Asset sharing maximized resources and the ability to adapt to demand



Automation

- Advanced automation and constraint-based matching of drivers and vehicles for deliveries
- Routes and schedules are planned and assigned automatically



One Centralized System

- All real-time delivery information is visible through one interface
- Proactive decision-making increases delivery efficiency and minimizes delivery disruptions



Real-Time Planning and Scheduling

- Increased flexibility through the ability to adapt to real-time demand
- Easily edit delivery routes in real-time operational efficiency