

BC Sands

Propelling Delivery Experience to New Heights with Descartes

As a leading supplier of premium building and landscape products in a demanding Australian marketplace, BC Sands required a route planning and delivery solution that ensured consistent, on-time, in-full delivery. The company used the same-day optimization capabilities of the Descartes solution to automate delivery appointment scheduling, route planning, and proof-of-delivery (POD) to heighten the customer's delivery experience, improve operational efficiency, and reduce costs.

The Challenge: Optimizing Last Mile Delivery

With successful last mile delivery a priority, BC Sands struggled with meeting tight delivery windows and high demand for same-day deliveries—both further complicated by Sydney's intricate road network and traffic congestion. In addition, the company delivered a range of diverse products in vehicles with varying dimensions and capabilities. Complicated load building rules and regulations also added to the complexity. BC Sands sought a comprehensive, integrated delivery solution with route planning, scheduling, execution, and proof-of-delivery (POD) capabilities in order to increase operational efficiency and satisfy customer expectations.



With last mile technology, BC Sands has made better strategic and operational sense of the many inputs involved in delivery: customer data, service fleet, map data (road network, road classification, urbanization rules), customer service policies, scheduling and delivery policies and more.



“ The Descartes solution is a unique and comprehensive platform. We could not find another last mile delivery solution that provides scheduling, delivery route planning and execution, proof-of-delivery, automated pre- and post-delivery notification services, and imaging functionality. It has fundamentally transformed our delivery operations. ”

– Mark Parsons, Managing Director
BC Sands

ABOUT BC SANDS

Based in Sydney, Australia, BC Sands has been providing premium building and landscape supplies for more than 30 years. With more than 10,000 products, 2 sites, and a fleet of 30+ trucks, BC Sands supplies more than 1,100 customers weekly across Sydney, Wollongong, the south coast, Canberra and the ACT.

The Solution: Same-day Optimization Drives Efficiency

With the goal of increasing operational efficiency and improving the last mile delivery experience for more than 1,100 customers each week, BC Sands worked with Bestrane, the authorized distributor of Descartes solutions in Australia and New Zealand, on the implementation. The company deployed Descartes Route Planner™, including Descartes Reservations™ and Descartes Mobile™ modules. The solution combines planning, execution, and comprehensive reporting to provide sophisticated route optimization with fully-integrated route tracking and execution via mobile devices.

BC Sands takes advantage of same-day optimization capabilities to book its online and phone orders directly into the dispatch schedule. Real-time status updates from GPS-tracked vehicles help ensure accurate availability, while providing visibility into deliveries enroute and the ability to notify customers of delivery progress.

“With Descartes’ dynamic delivery solution and Bestrane’s domain expertise, we’ve moved from ‘best guess’ times for deliveries to accurate, scheduled time windows,” explains Mark Parsons, Managing Director, BC Sands. “We can meet same-day delivery expectations, keep customers informed and easily amend orders on the fly, while increasing consistency of our ability to ‘Deliver In Full, On Time (DIFOT)’.”

Parsons continues, “By optimizing planning, scheduling and routing, we’ve lowered our distribution costs: we’re getting more capacity out of our fleet and have reduced the number of returned loads by ensuring the right product is loaded onto the right truck. And we’re able to better manage a huge array of products in vehicles with different dimensions and capabilities.”

The Results



Differentiated Customer Experience

BC Sands improved its last mile delivery experience with Descartes’ advanced same-day optimization technology and real-time appointment booking. Customers enjoy short lead-times, flexible time window choices, and consistent DIFOT.



Increased Accuracy & Efficiency

The Descartes solution ensures the right product is loaded onto the right truck, while scanning and POD ensure accurate delivery. With optimized scheduling and route management, orders can be changed in real-time and routes dynamically adjusted based on actual performance.



Improved Business Insight

With the critical logistics data captured by the Descartes solution, BC Sands is better positioned for growth through increased visibility and deeper insight into its operations and improved monitoring of key metrics.



Reduced Costs

By optimizing route planning and delivery with a GPS-based mobile solution, Descartes helped BC Sands to reduce logistics costs by enhancing fleet capacity utilization, reducing frequency of returned loads, and minimizing distance travelled and fuel usage.