



WORKWAVE
Route Manager

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CASE STUDY: KLESICK FARMS



About KLESICK FARMS

What started as a 4-by-8-foot backyard garden in the early 1990s bloomed into Klesick Farms, a 37-acre farm dedicated to growing organic fruits, vegetables, and herbs in Stanwood, WA, just north of Seattle. As the farm continued to thrive, they began delivering curated boxes to their customers on recurring schedules, providing packages to accommodate different sized families that help to ensure they always have fresh, organic produce on hand. Themed boxes and add-ons for everything from fruits and vegetables to pizza toppings allow customers to get fresh produce and ingredients without leaving the comfort of their homes.

Services Provided: Organic produce box curation and delivery

Founded: 1998

Areas Served: Northwestern Washington

WorkWave Solutions: WorkWave® Route Manager™



“Going digital with WorkWave was an important step in controlling errors and communication with our customers.”

The CHALLENGE

As Klesick Farms continued to expand their delivery area, they also had to expand their fleet to accommodate more deliveries. Ultimately, this led to an increase in paperwork, wasted time planning and double-checking routes, and time spent communicating back and forth with potential customers to determine whether they were eligible for delivery and, if so, when. In addition to taking up time for the office staff, this also led to frustration for potential customers if the ultimate result was to find out they were outside of delivery range.

As a result, the team at Klesick Farms saw the need to find a modern solution that would streamline their delivery process, give them more control over their delivery zones, and allow them to better communicate with their customers.

“ Our CRM, fulfillment, and routing are all linked together and, as a whole, ***the efficient use of Route Manager impacts our entire flow*** from when a customer orders to when they receive their order. ”



The SOLUTION

To increase their efficiency and better serve their customers, Klesick Farms recognized the need for a software that would allow them to automate steps of the customer engagement and fulfillment process and enable them to remain nimble as they delivered to an expanding customer base. That's when they decided to streamline their efficiency using Route Manager's powerful mapping and route optimization algorithm, leveraging Route Manager's APIs to build connectors to integrate e-commerce, order management, and warehouse management.

With Route Manager's route optimization algorithm, Klesick Farms is able to clearly define delivery zones and eliminate uncertainty for potential new customers. When visitors come to the Klesick Farms website, Route Manager's maps allow them to input their address and immediately see if they're eligible for delivery and, if so, on which day of the week. This not only keeps customers happy and informed, but also eliminates the need for phone calls and double-checking, which customers prefer.

Integrating route optimization into the fulfillment process has also allowed Klesick Farms to eliminate printed paper maps—which often had to be reprinted every time a stop was added or removed from a planned route—to operate more efficiently. This digital transformation removes common errors from the equation in favor of clear communication between drivers and office staff. Drivers now use iPads to view their optimized routes from Route Manager, saving them time on every stop and ensuring that up-to-date delivery data is always synced to the office so that there's no need for manual data entry at the end of the day.



Klesick Farms strives to operate as efficiently as possible, linking Customer Relationship Management (CRM), fulfillment, and routing together to keep things running smoothly. Route Manager boosts the entire process, from the time a customer visits the website to see if they're eligible for delivery to the moment they receive their order. The result is increased profitability at every stage, allowing Klesick's Farms to focus on efficiency in every department.

With Route Manager in place, Klesick Farms was able to adapt to spikes in orders during COVID-19. In March, they saw visitors to their website peak at over 400,000 in a single day. Thanks to Route Manager, they were able to automate the process of filtering out visitors outside of their established delivery zones. When orders ultimately did spike, their fleet was able to easily add more routes within Route Manager as they expanded their fleet to accommodate new customers without missing a beat.



The RESULTS



Able to **scale deliveries up by 300%** during COVID-19



Time savings of **10-15 seconds per stop**

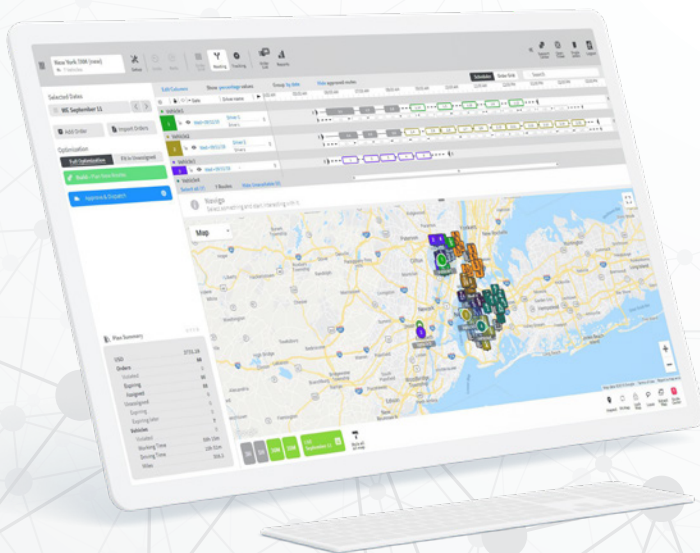


Automated customer eligibility screening to **better serve customers**



Scalability to accommodate growth as **deliveries increased to 400 per day**

“*Having incorporated Route Manager logic into our database enables us to fulfill orders more efficiently and prep them for delivery. **ROUTE MANAGER ALSO ALLOWS US TO KEEP UP WITH REAL-TIME DRIVER LOCATION AND THEIR PACE.***”



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