

CASE STUDY / KEHE DISTRIBUTORS

# How One Distributor Cut Manual Tasks and Boosted Revenue With Real-Time Visibility



## FRESH, HEALTHY, ON TIME

KeHE Distributors®, one of the largest pure-play food distributors in North America, was seeking a way to simplify the distribution of supply chain information across its 16 distribution centers and more than 30,000 retail locations – a workflow that previously required a complicated relay of phone calls from customers and distribution centers, and often necessitated input from Sales, Operations and Transportation before ever reaching the carrier itself. KeHE specializes in delivering natural, organic, specialty and fresh products, so achieving uninterrupted delivery without delays is critical to upholding customer satisfaction.

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**“We’re trying to get the non-value-add activities away from our sales team so they can focus on driving revenues for our customers and KeHE. Automated notifications through FourKites help keep our customers informed of when their loads are arriving, so they can better plan their operations, and free up time for our sales team to support KeHE retailers. It’s a win-win for everyone involved.”**



**MATTHEW ROGERS**  
SR. TRANSPORTATION SYSTEMS MANAGER  
KEHE DISTRIBUTORS

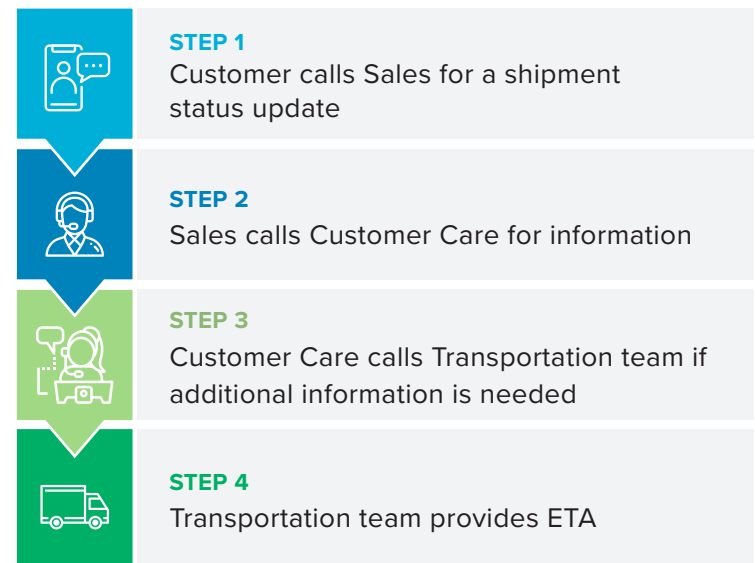


In mid-2020, the Naperville, Illinois-based company chose FourKites to provide its personnel with real-time supply chain visibility and eliminate these manual processes for good. KeHE strives to uphold some of the most thorough service level agreements in the industry, maintaining a 99% accuracy rate on order delivery, 85% of which arrive at their destination within one day or less. In service of these commitments, KeHE saw an opportunity to use FourKites’ customizable notifications to streamline communication and deliver exceptional customer service.

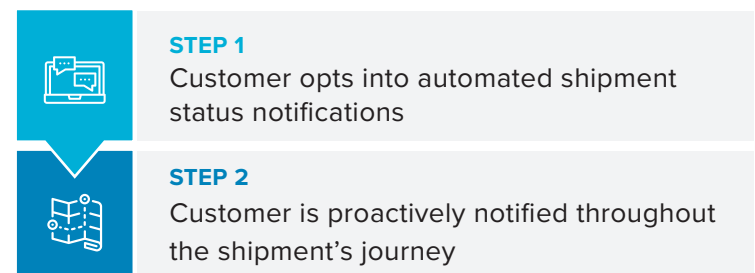
## A GAME OF PHONES

While there are many companies that can deliver estimated times of arrival (ETAs) via email or text message based on location, FourKites' solution stood out for several reasons. The average KeHE shipment goes through six drop points on its journey to the final destination, though many shipments routinely have as many as 20. FourKites' market-leading Dynamic ETAs®, combined with its automated notifications, provided the perfect solution for KeHE to streamline customer deliveries.

### BEFORE FOURKITES:



### AFTER FOURKITES:



**“We are four phone calls in, over two hours, and in many cases the driver has already come and gone.”**

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**Using FourKites, KeHE recognized the opportunity to improve its existing track-and-trace process.** Tracking down ETA updates on incoming shipments quickly devolved into a highly manual, time-intensive process that was highly reactive and often took hours to complete. This, in turn, often resulted in information on an individual shipment not arriving until after the shipment was delivered. KeHE's leadership team recognized that a completely digitized data delivery system would save its employees and customers significant time, enabling them to shift focus to higher-value tasks.

With predictive data based on location, weather, intermediate stops and more – all augmented by cutting-edge artificial intelligence – FourKites' Dynamic ETA® offered KeHE estimated arrival times that were both more accurate and more detailed than other available technologies could reliably deliver. This helped the company's internal teams save time and energy to focus on other tasks, but it also allowed KeHE customers to plan their own operations more efficiently.



## FOR YOUR EYES ONLY

One challenge that's commonly faced by upstream distributors like KeHE is how to share shipment information without letting customers see the other goods being delivered in a specific shipment – potentially to direct competitors. FourKites solves this issue by masking location information at the shipment level, and only sharing accurate, up-to-date ETAs based on a viewer's specific stop.

With FourKites, KeHE sends automated notifications to its customers for three key events for each shipment: Departed Pickup, ETA Alerts and Delivered. With an average of more than 55,000 emails and almost 10,000 text messages per week, the company can now drastically **reduce manual operations** and **improve the end-to-end customer experience**. This utilization of real-time visibility empowers KeHE's more than 6,000 employees to minimize distraction and leverage accurate, real-time data to better manage exceptions.



## About KeHE



KeHE Distributors, LLC (KeHE) is the largest, pure-play distributor of natural & organic, specialty, and fresh products to more than 30,000 natural food stores, chain and independent grocery stores, e-commerce retailers, and other specialty products retailers throughout North America. With over 6,800 employee-owners, KeHE, a Certified B Corporation, drives its mission of serving to make lives better and bringing the next level of goodness, crazy GOOD™, throughout all aspects of its operation. For more about KeHE, visit [KeHE.com](https://www.kehe.com) or check out our social media channels: **LinkedIn, Instagram, Facebook & Twitter.**

## About FourKites



FourKites® is the #1 supply chain visibility platform in the world, extending visibility beyond transportation into yards, warehouses, stores and beyond. Tracking more than 2.5 million shipments daily across road, rail, ocean, air, parcel and courier, and reaching over 185 countries, FourKites combines real-time data and powerful machine learning to help companies digitize their end-to-end supply chains. More than 1,000 of the world's most recognized brands — including 9 of the top-10 CPG and 18 of the top-20 food and beverage companies — trust FourKites to transform their business and create more agile, efficient and sustainable supply chains. To learn more, visit <https://www.fourkites.com/>.