



## **A Produce Distributor Finds New Reasons for Customers to Consider (or Reconsider) Their Services**

### **Situation**

A produce distributor servicing national brand restaurants, grocery stores and hotels in the Southwest needed better quality assurance methods to satisfy customer demands and to create a competitive point of difference. National brands like Olive Garden Restaurants, Outback, 7-Eleven and Red Lobster were demanding better food quality and safety measures.

### **Freshloc Application**

FreshLoc installed a complete system on trucks and warehouse and through to their customers. Alerting was set for quality as well as safety and for maintenance items.

### **Results**

While quality objectives were met, cost-savings were equally impressive. Not two days after installing the system, a produce truck loaded with salads and other sensitive produce alerted as it approached freezing. The result: \$10,000 went to the bottom line, more than paying for the next year of services. After more than two years of operation, return-on-investment has continued to exceed a factor of five (5 times investment).

The company also uses the system to market the high quality of their produce service by allowing its customers to view the live data.

The company's sales force attributes the addition of several new accounts in part to the use of FreshLoc as a QA tool. Not only a perceptual gain in terms of high tech service to their customer, but a gain in top-line revenue as well.