



## CASE STUDY: GOOD EGGS



## About GOOD EGGS

With deep roots in the Bay Area, Good Eggs sets out to embrace fresh food as a means of improving everyday life for the people in their community. Focusing on making fresh and organic grocery options available to families throughout the community, Good Eggs works with local growers to ensure that their customers receive the freshest food possible—while also supporting local businesses and sustainable farming practices.

**Services Provided:** Grocery, produce, beverage, and meal kit delivery

**Founded:** 2011

**Areas Served:** San Francisco Bay Area

**WorkWave Solutions:** WorkWave® Route Manager™



“**Route Manager has allowed us to test various scenarios** to make informed discussions on *adapting to customer* ordering habits. We’ve been able to experiment with new customer offerings like early delivery windows.”

# The CHALLENGE

As Good Eggs continued to gain traction and see more growth, the company began transitioning to a new location in Oakland that would allow them to serve more customers and expand their market. At the same time, the number of U.S. consumers ordering groceries online skyrocketed with the advent of COVID-19. For Good Eggs, the result was a sharp increase in demand during a period of transition that included many moving parts.

Kevin Cruz, Transportation Analyst for Good Eggs, estimates that the company's order volume doubled compared to their pre-COVID numbers. Understandably, Good Eggs needed to find new approaches to keep their customers satisfied without burning out their diligent staff.

“ The improvement we have been able to make with day-to-day planning is a **streamlined approach to how we build routes.** *Our routing complexity has decreased, making the overall process easier to train.* ”



# The SOLUTION

With orders ramping up, the Good Eggs team was eager to try some creative approaches to getting all of their orders delivered. A particularly busy period is unforgiving if an experimental approach doesn't pan out, but WorkWave Route Manager gave Cruz and his team the flexibility they needed to succeed.

Using Route Manager's sophisticated route optimization algorithm, Good Eggs was able to add new vehicle-specific zones and explore the cost impact of different routing strategies, such as staggering start times for drivers operating in different zones or adding new early morning delivery windows. This gave them the adaptability they needed to deal with shifts in delivery routes and customer expectations during COVID-19, as well as the insight they needed to make bold decisions and tackle spikes in volume head-on—even in the face of numerous road closures implemented to facilitate outdoor dining during the pandemic.

Route Manager has also been instrumental in Good Eggs' expansion. The ease of adding licenses and getting new drivers up to speed in mere hours has allowed Good Eggs to seamlessly grow their staff and fleet as demand continues to rise, leaving the company in a perfect position to expand their team and fleet as they break into new areas, transition to a new warehouse, or pivot to thrive during an unexpected spike in demand.



“Route Manager allowed us to plan what our estimated cost impact would be before launch; this allowed us to strategise and test even more scenarios to ensure we're building the *most cost effective routes* possible.”

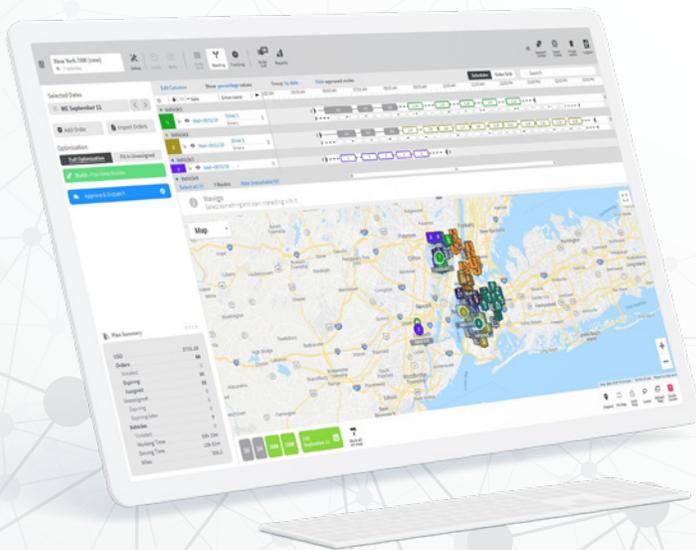


# The RESULTS

-  **Proactive communication** between office staff and drivers
-  Reduced new employee training time from several days to **just hours**
-  The ability to plan and test new ideas for **cost effectiveness** before launching
-  **Accurate expectations** for future staffing needs

“ Our routing process was a bit complicated with several days of training. **After some very helpful sessions with the WorkWave support crew** we're able to get entry level employees in a 3-4 hour training session.

**IT'S FANTASTIC.**”



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