

CASE STUDY



Company

- American Furniture Rentals, one of the largest East Coast furniture rental companies
- www.rentfurniture.com

Industry

- Distribution

Challenge

- Improve routing efficiency
- Improve dispatching
- Enhance customer service

Solution

- @Road GeoManager iLM

Results

- Increased customer satisfaction
- Decreased overtime
- Improved routing and dispatch

Using @Road GeoManagerSM iLM[®], American Furniture Rentals Improves Routing, Streamlines Operations and Decreases Overtime Expenses

American Furniture Rentals (AFR) is one of the largest independently owned furniture rental companies on the East Coast, serving customers in Pennsylvania, New Jersey, Delaware, Maryland, Washington, D.C., Virginia, New York City, Connecticut and North Carolina. Since 1975, AFR has been renting and delivering furniture, electronics and housewares to individuals, corporate housing, relocation companies and Fortune 500 companies alike.

AFR warehouses and delivers everything from TVs and VCRs to a full complement of household goods. As a leading provider of rented home furnishing, AFR's motto is "just bring your toothbrush... we'll provide the rest."

On a daily basis, AFR's seven operations managers coordinate pick-up, delivery and return schedules among nine showrooms, seven distribution centers, five clearance centers and numerous customer sites up and down the Eastern seaboard.

AFR prides itself on providing stellar customer service and guarantees delivery within two working days from the date a customer's order is placed. According to AFR company president, Jerry Hellmann, "Keeping this promise to our customers would not be possible without using @Road GeoManager mobile resource management services."

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- Jerry Hellmann, president of American Furniture Rentals

CASE STUDY

continued

Driving home efficiencies with @Road, controlling overtime and improving routing and dispatching between a web of distribution centers were some of AFR's challenges.

"Of all the vendors we considered, @Road had the best features, including maps, landmarks and GPS location data," said Ed Tischler, operations manager for American Furniture Rentals. "Before using @Road our dispatchers spent a lot of time either on the phone, paging delivery crews or calling around to

customer sites to find out if our employees were there so that we could contact them with schedule updates."

Using @Road has improved more than AFR's routing and dispatching process. The service has increased customer satisfaction and lowered overtime costs.

"Increased productivity means less phone time trying to find people," continued Tischler. "@Road lets us respond to customers more quickly than we could in the past. Today, when a customer service

rep calls to check on the status of a delivery, I pull up a map on the computer and, in a matter of seconds, give them an accurate time when their furnishings will arrive. An extra benefit is that we don't need to be in the office to do this. We can be anywhere and access our @Road service."

"I would not want to operate my business without using the @Road service," said Hellmann.

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About @Road

@Road, Inc. is a leading global provider of solutions designed to automate the management of mobile resources and to optimize the service delivery process for customers across a variety of industries. @Road delivers Mobile Resource Management (MRM) solutions in three key areas: Field Force Management, Field Service Management and Field Asset Management.

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