

CASE STUDY

UNIFYING THE CUSTOMER EXPERIENCE

BACKGROUND

Established in 1995 in the Salinas Valley of California, Taylor Farms set out to become North America's favorite maker of salads and healthy fresh foods. Today, it is the world's top producer of fresh-cut produce, providing fruits and vegetables to many of the largest supermarket chains and restaurants in the U.S., including Wal-Mart, McDonald's, Subway, Pizza Hut, Safeway and Kroger.

THE CHALLENGE

Taylor Farms wanted to create a uniform process whereby customers could receive a specific number of tracking updates, providing full visibility of its freight while enhancing its TMS user experience.

THE SOLUTION

Redwood helped Taylor Farms develop custom TMS functionality that would auto-generate emails to customers, streamline carrier and customer communication and save time.

THE RESULTS

Rather than continuously reacting to customer requests, transportation team automatically and uniformly communicates customer order statuses and locations to contacts helping to improve the Taylor Farms customer experience and unifying processes internally.



MARKET

- North American Consumer and Commercial Produce

KEY TOOLS & SOLUTION

- LPaaS Solutions powered by RedwoodConnect™

INNOVATION

Tracking messages and load statuses are captured according to the operational workflow and automatically extracted to populate within a custom layout, branded according to Taylor's specifications. By developing this process through RedwoodConnect™, Redwood was able to deliver a flexible, elegant solution while continuing to avoid time requirements from Taylor's IT resources.

