Locus

CASE STUDY

Leading Vietnamese Beverage Company Moves 22% More Orders Per Trip With Locus Agentic TMS

37%
Lower fuel consumption

22%
More orders per delivery trip

60%
Less end-of-day reconciliation time

35%
Less route planning time

Company Profile

One of Vietnam's largest beverage companies reaches the market through a network of distributors. Each distributor runs a single depot out to thousands of small retail points a day, on a mixed fleet of vans, trucks, and motorbikes. Route planning and end-of-day reconciliation both ran manually, and the cost landed on the distributors.

Industry:
CPG, Beverage

Geography:
Vietnam

Scale:
Depot-based distributors, mixed fleets, thousands of retail points a day

THE CHALLENGE

Four points where the day ran on manual work:

Route planning ran manually in a spreadsheet.

A planner built the day in Excel round by round and salesperson by salesperson, taking an hour or more before any vehicle moved.

No single view of the fleet in motion.

With vans, trucks, and motorbikes on the routes at once, building a picture of vehicle position meant asking each staff member.

Retail point locations were not held in any system.

Many small shops had no validated delivery location, so staff located them en route, calling sales and marketing for directions.

Trip-close reconciliation ran manually.

Money, goods, and delivery results were matched by staff at the end of each route, error-prone work that often carried into the next day.

THE SOLUTION

Four changes, configured at each distributor's depot:

Route planning runs automatically against the distributor's rules.

Locus plans every route against hundreds of live constraints, returning a sequenced plan with pick lists and trip assignments. An order or vehicle change re-plans without a manual rebuild.

Every retail point resolves to a validated delivery location.

Address validation pins each shop from the loose addresses these retail points carry. Stops arrive sequenced on the delivery staff's phone, and the system re-sequences on live data mid-route.

One live view of every vehicle and every stop.

A dashboard shows vehicle position, completed stops, and open stops as the day runs. From there, the distributor overrides the plan, moving staff between trips and reordering stops.

Reconciliation completes at trip close.

Proof of delivery and payment are captured at each stop, matched into one traceable record as staff return. Six governance mechanisms hold every autonomous decision, from explainability to human-in-the-loop override.

THE RESULTS

37%

Lower fuel consumption

Route plans cover 12% less distance across an unchanged shop base. Each vehicle runs a tighter stop sequence, and less fuel goes into every delivery.

22%

More orders per delivery trip

The same vehicles carry more volume. Each trip is packed against real vehicle capacity and shop time windows, and the fleet size never changed.

60%

Less end-of-day reconciliation time

Delivery and payment are captured at each stop, so money and goods match into one record as staff return and the day's data finalizes same-day.

35%

Less route planning time

The morning build moves off the planner. Orders arrive from the DMS and return as a sequenced plan with pick lists and trip assignments attached.