Crescent Crown Distributing

Scheduling Software Enables a Complete Logistics Workforce Management Solution

An AppointmentPlus Case Study
About Crescent Crown Distributing

Crescent Crown Distributing in Phoenix is a distributor for MillerCoors, Crown Imports LLC, Heineken USA, New Belgium Brewery, Pabst Brewing Company, Mike's Hard Lemonade, Alaskan Brewing and other beer suppliers. It’s also a distributor for such non-alcoholic beverages as Welch's, Sunny Delight, Activate and Jana Water. One of the top five largest beer distributors in the United States, Crescent Crown sells and delivers over 26 million cases annually throughout distribution territories in Arizona and Louisiana.
Watch how Crescent Crown transformed their workforce management system with AppointmentPlus Software.

The Challenge

Prior to using AppointmentPlus, Crescent Crown Distributing faced constant delivery challenges at its Phoenix location. It did not schedule delivery times, which caused frequent back-ups of trucks and long lines that often stretched outside the facility and down the street. In some instances, as many as 45 trucks attempted to make their deliveries at once. Since the facility does not offer weekend delivery times, a large number would arrive at the site on Monday morning.
The Discovery

Crescent Crown Distributing needed an improved and more effective process of managing deliveries at its Phoenix site. Scheduling delivery times, as well as requiring trucking companies and their drivers to schedule their own deliveries, were key components in accomplishing this.

Scott Trotter, warehouse manager at the distributor’s Phoenix location, learned of AppointmentPlus through his manager, who conversed with an industry colleague about the software at a convention. Mr. Trotter contacted AppointmentPlus shortly afterwards to learn more about the system and to sign up.
The Results

Crescent Crown Distributing in Phoenix is operating more efficiently and profitably thanks to AppointmentPlus online scheduling software. According to Mr. Trotter, it’s the “single best change we’ve made in many, many years.” The distributor now requires scheduled delivery times from all of its trucking companies, and it only permits five deliveries at a time. Mr. Trotter says that most drivers find the scheduling software easy to learn and use. The structured scheduling has also improved on‐site operations, as staff overtime hours have decreased. In fact, Crescent Crown Distributing saves $500 to $1,000 in overtime pay each week. AppointmentPlus also gives Mr. Trotter the ability to manage the performance of his employees by utilizing the appointment‐status functionality.

“[AppointmentPlus software] is the single best change we’ve made in many, many years.”

Scott Trotter, Warehouse Manager, Crescent Crown Distribution
About AppointmentPlus

AppointmentPlus® scheduling software is a configurable, rules-based, pure SaaS product. Our software — combined with our deep product integration knowledge, customer experience focus, and ability to both analyze synergies and synergize analogies — has made us the vendor of choice for more than 50 of the Fortune 500 companies.

Questions? Call us.
We’re here to help. Call us and speak with a Scheduling Software Expert who will answer any questions you might have.

800.988.0061

Check us out
Take the AppointmentPlus software for a spin with the help of one of our Scheduling Software Experts.

Schedule a demo

Or, go to AppointmentPlus.com

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