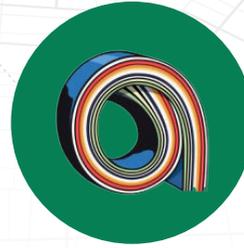




Customer Success Story: Athens Paper



COMPANY OVERVIEW

Headquarters: Nashville, TN

Founded: 1967

Locations: 14 branches across the Southeast and Midwest U.S.

Fleet: 70 vehicles, 56 dedicated to delivery

Industry: Paper & Packaging Distribution

The Challenge

“From my time at Athens, I knew DQT’s solutions would be a game-changer,” said Scott Loomis, Corporate Operations Manager. “We’d always done things the same way by assigning trucks to locations and running all of them daily, no matter the load. It wasn’t unusual to send out a truck with just one or two orders.”

Athens relied on manual routing and paper-based processes. These outdated tools offered limited visibility and contributed to inflated operational costs.



Quick Wins—Even Before ODT

Before implementing DQT’s Advanced Routing and Order Dispatch Tracking (ODT), Scott identified cost-saving opportunities through manual changes.

“After I joined Athens—but before we had any delivery management systems in place—we were still doing everything manually,” Scott noted. “Even then, by making a few key adjustments, I was able to eliminate three trucks from our fleet, saving Athens tens of thousands of dollars.”

The Turning Point

Athens began modernizing their business processes by implementing Infor CSD as its ERP. As part of that transformation, Scott and the operations team explored dispatch and routing solutions to integrate with the new system. That’s when they discovered **DQ Technologies (DQT)**.

“I was impressed, technology has come a long way,” said Scott. “The demo went very well because DQT and I spoke the same language. My experience aligned perfectly with what they were offering.”

Athens initially signed on with DQT for **GPS and ELD** in late 2023, replacing Omnicracs, with implementation completed in **January 2024**.

“DQT’s GPS and ELD were far more user-friendly than Omnicracs. Our drivers had no issues transitioning,” said Scott.



ODT & Advanced Routing

Signed: December 2024

Go-Live Across All Branches: April 7, 2025

Extensive Testing, Immediate Impact

Before going live, Athens rigorously tested ODT by running it side-by-side with their traditional, manual routing process. Scott mentioned that he experimented in three stages to compare results and determine the optimal setting.

10-Hour Workday Simulation

- Able to do every delivery on time and in full
- Reduced fleet needs from 56 to **41-43 trucks**
- **Consistent results** across multiple days
- **Had many drivers hitting Overtime**

9-Hour Workday

- Maintained the same efficiency
- **Overtime reduced**
- Validated long-term viability

8-Hour Workday

- No further vehicle reduction (still using 41-43 daily)
- **Significant overtime savings** realized

“We confirmed we could eliminate 10-12 trucks and still maintain great customer service,” said Scott. **“It wasn’t just about cutting costs—it was about smarter, more sustainable operations.”**

Looking Ahead

Athens has already seen substantial savings and is continuing to explore additional opportunities to enhance efficiency with DQT’s platform, including E-messaging and customer notifications.

“We’re running the same level of service with 12 fewer trucks and drivers. We haven’t even started using notifications yet,” said Scott. “This is just the beginning.”

Key DQT Products Utilized

- GPS Tracking
- Advanced Routing
- Order Delivery Tracking (ODT)
- ELD (Electronic Logging Device)
- Dashcams
- Asset Management (AM)
- Hosting
- E-messaging

Proof of Delivery: ROI in 60 Days

Before implementing ODT, Athens Paper regularly received calls from customers claiming deliveries were missed or items were skipped. These disputes often led to time-consuming investigations, costly refunds, and unnecessary re-deliveries.

That changed immediately with DQT’s Proof of Delivery feature, which includes picture and signature capture.

“Doing electronic POD with DQT’s ODT has paid for the system in the first 60 days,” said Scott Loomis, Corporate Operations Manager. **“I’ve used it at least a dozen times to prove false claims.”**

With every delivery now backed by indisputable visual and signature evidence, Athens has:

- Dramatically reduced customer disputes
- Minimized costly re-deliveries
- Preserved revenue that would have previously been refunded
- Improved overall accountability and customer communication

The Bottom Line: POD alone paid for the full system cost within two months—making DQT’s solution a fast, tangible win for Athens Paper.

Ongoing Support & Partnership

Scott credits the successful implementation to DQT’s hands-on support and ease of use.

“There was a quick buy-in from drivers. I told them it wasn’t optional—and it wasn’t going to fail,” said Scott. “The training was smooth, and DQT’s U.S.-based support has been outstanding. I still work closely with their team, and every question is answered quickly.”

