Defeat chaos in your last-mile operations

Deliver an end-to-end customer experience that sets your organization apart. Get organized, understand what's happening, and optimize for growth.

coolfire core

**FOOD & BEVERAGE LOGISTICS**

From all over the place to one place.

Coolfire Core gives you everything you need to stay on top of every shipment.

✓ Get real-time updates from first-party & third-party drivers

✓ Communicate real-time updates to your customers

✓ Easy access to critical delivery requirements and documents

✓ App-less mobile experiences help you maintain control while you scale up third-party drivers

✓ Proof of delivery & chain of custody tools to know it was done right

✓ Executive dashboards manage & optimize your delivery operations

Customers are demanding visibility. Deliver already.

Get your entire last-mile operation under control with end-to-end experience management. Manage delivery details and create unique customer experiences from one centralized interface.

Coolfire Core makes it possible by uniting your tasks, communication, and workflow into a centralized place. Coolfire Core helps organize delivery requirements, enforce processes, and communicate with people–like drivers and customers–inside and outside your organization.
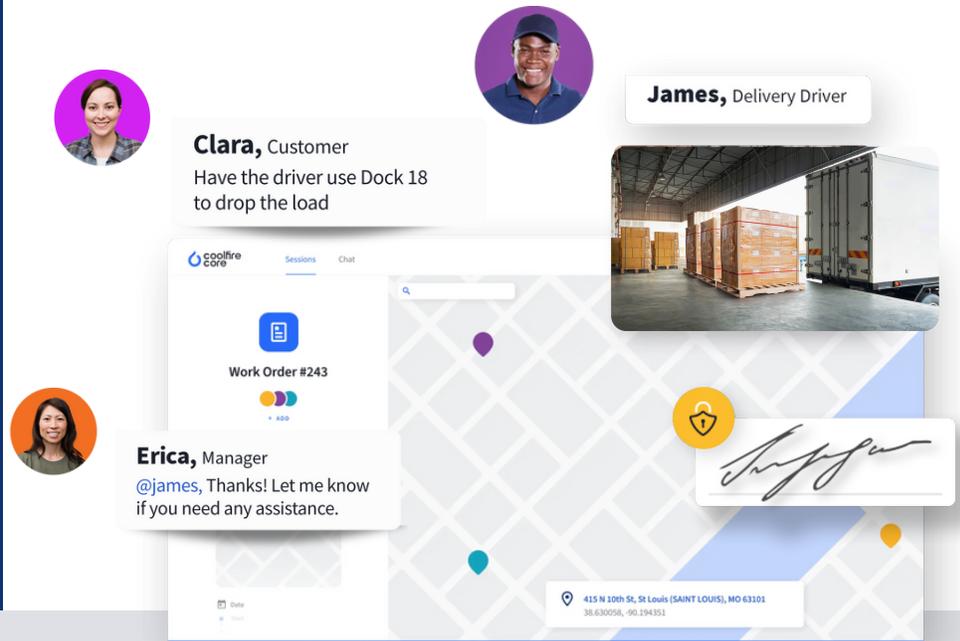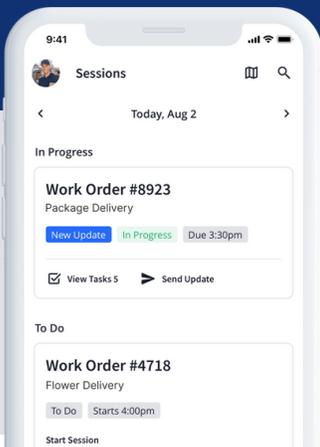
Fast to deploy

No complex setup or heavy customizations. Quickly integrate and deploy in days, not months.

Easy to use

Powerful web apps for HQ coordinate work, purpose-built mobile apps for your drivers, and an app-less experience for third-party carriers.

Flexible

Software that adapts to the way you work–not the other way around. Your unique business process your way.

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Core Features

All the features your teams need to connect, communicate, and coordinate daily operations.

WORKSTREAM COLLABORATION

- ✓ Chat in context
- ✓ Group messaging
- ✓ Mobile collaboration
- ✓ On-demand file sharing & image uploading

FLEXIBLE WORKFLOWS

- ✓ Task management
- ✓ Automated logic-based triggers
- ✓ Due dates & timers
- ✓ Digital job forms to capture data
- ✓ Notifications & Alerts
- ✓ Geofence-based triggers

OPERATIONAL VISIBILITY

- ✓ Map-based operational views
- ✓ Sortable & filterable list views
- ✓ Workload planning & timeline views
- ✓ Mobile worker-based views
- ✓ External sharing of work tasks & status with customers, vendors, and partners
- ✓ Customizable BI dashboards

EASY TO DEPLOY

- ✓ Integrates into existing systems
- ✓ Supports SMB, mid-size, and enterprise business operations
- ✓ Configurable to meet your unique business needs

◉ coolfire

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Case Study: cdi

Situation: Custom Distribution, LLC (CDI) provides innovative, last-mile logistics & distribution to the quick service restaurant (QSR) industry.

Challenges: The CDI leadership team sought a solution to help them:

1. Optimize their business by understanding avg. stop time, on-time percentages, and driver/route performance.
2. Reduce the number of screens dispatchers use to manage routes, driver locations, and calculate delivery ETAs
3. Eliminate "Where's my truck" calls to the customer service department and improve customer experiences
4. Streamline customer data capture requirements while maintaining quality

Solution: CDI partnered with Coolfire to help organize and optimize their last-mile operations. With Coolfire Core, CDI created a centralized view of their driver routes, workflow tasks, and customer communication. All impacted parties get a unique view of operational data:

- **Leadership** dashboards centralized business health metrics. Views of calculated route time, miles, and units delivered help them optimize by region, route, and even driver to achieve growth targets.
- **Managers** see regional dashboards to measure driver/route performance–allowing them to optimize routes, help drivers, and improve margins.
- **Drivers** access driver leaderboards to track their performance on routes, capture required customer data, and earn performance incentives.
- **Dispatch** sees driver locations, up-to-date ETAs, and delivery task status–helping address customer service inquiries.
- **Customers** receive proactive communication about their load details, updated delivery windows, and a way to communicate back to HQ.

Results: With Coolfire Core, CDI now confidently measures and manages its business operations through multiple lenses. Coolfire helps frontline teams deliver fast, quality experiences–while cutting down on wasted time and lost product. Leadership teams enjoy a consolidated picture of their business operations, helping them make better, faster, and more informed decisions.