

How Crescent Crown Reduced Delivery Time and Improved Driver Satisfaction with Duo Lift



Challenge

Crescent Crown, a leading beverage distributor, is dedicated to exceptional service and supporting its team. Like others in the industry, the company used standard two-wheelers and powered pallet equipment for deliveries. Although effective, these methods presented challenges that impacted operational performance and driver well-being.

Drivers faced significant physical strain, leading to fatigue, higher injury risk, and job dissatisfaction. Ongoing labor shortages and turnover highlighted the need for a more sustainable delivery process to better support the workforce.

The company identified opportunities to improve route efficiency, reduce delivery costs, and move products more effectively from truck to shelf while maintaining customer service standards.

Solution

Rehrig Pacific worked closely with Crescent Crown to deploy the Duo Lift solution at key customer locations, helping the team identify ideal accounts for rollout and prepare drivers for a successful transition. The implementation included comprehensive training before and during go-live to ensure drivers were comfortable with the equipment and confident using the new process in real delivery environments.

With Duo Lift, drivers moved more product with less physical effort and placed inventory directly at the point of sale. This allowed for more efficient deliveries and reduced physical strain throughout the day.

By streamlining product handling and delivery flow, Duo Lift enabled Crescent Crown to establish a safer, faster, and more efficient process that benefited drivers, customers, and the business.

Results



Approximately 50% reduction in delivery time at nearly every account



Faster product placement by taking inventory directly to the shelf



Improved route efficiency and throughput



Increased stops per route



Reduced labor dependency



Lower delivery costs



Improved driver safety, satisfaction, and retention

"DUO protects your most important asset, the people!"

- Trent Manzanares, Vice President of Operations, Crescent Crown Distributing

"I have the energy to play with my kids again when I get home."

- Crescent Crown Driver

