Core Process Introduction – Speaker Notes

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Welcome to the CORE Process. In the following series of videos, we will be introducing, and discussing in detail, the CORE Process for leaders across Corporate Operations. The CORE Process is a critical part of how we can deliver smarter, faster and more efficiently.

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CORE stands for Container Optimization & Routing Efficiency. At its heart, the CORE Process is a daily discipline used by Market Managers and other Operations Leaders to assess their true route capacity, balance the workload and reduce inefficiencies across our network….

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It's about asking the simple, but powerful, question: "Are we truly sold out….or just unoptimized?"

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Using tools like Cheetah and a variety of Power BI dashboards, we take a more strategic approach to how we look at each day's driver routes, job density, and available resources. From there, we can make adjustments to, add, or move jobs to days and geographic regions that make better operational sense.

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CORE isn't just about moving dots on a map. It's a process grounded in data, powered by decisions, and reinforced by daily discipline. In less than 30 minutes a day, teams can uncover route flexibility, ease bottlenecks, and open capacity without even adding drivers.

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The results? More happier customers, higher JPH, fewer miles driven per job and fewer Sold Out Days to stress over.

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CORE is more than a strategy, it's a mindset. And when we all adopt it, we create a more agile, efficient and customer focused operation.