

## Customer Portal Case Study

# Asphalt Paving & Supply Boosts its Ready Mix Customer Satisfaction with 10x Less Routine Calls

## The Challenge

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Asphalt Paving & Supply was challenged to hold its own against neighboring ready mix giants. Dale Funkhouser, the seasoned Batch Plant Superintendent, recognized the need to elevate their customer experience to keep their loyal clients coming back. The challenge wasn't just about delivering quality concrete, but building stronger relationships and offering a differentiated service that would help them stand out against big players.

## The Solution

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After switching to COMMANDbatch a couple years prior, the company noticed their concrete production became more consistent. This influenced their decision to add Customer Portal to their ready mix technology stack, primarily for its real-time order tracking, user-friendly map, improved insights into deliveries, and better control over routes and schedules.



## The Results

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Their customers were empowered with real-time data insights, eliminating the need for routine phone calls. Customers can now self-serve, resulting in improved efficiency and cost savings for their ready mix operations.



**10x** reduction in routine calls



**Improved** customer transparency and satisfaction



**Enhanced** data tracking and operational efficiency

## Contact Us

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## The Mission

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Asphalt Paving & Supply needed to differentiate its ready mix business in a highly competitive market. Their challenge extended beyond efficient concrete delivery – it was about strengthening customer relationships and providing exceptional service to retain loyal clients.

*“Customer Portal has made customers happier, and pump operator lives a lot easier. We’re a growing company and now that we can see where our production stands in real-time, we are gaining clarity and moving faster.”*

### The Decision Process

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Once switching to COMMANDbatch, Dale and his team noticed their concrete production became more consistent. Based on this success they decided to add Customer Portal to their ready mix technology stack.

**Real-time order tracking:** Customers can now track their orders on a user-friendly map, pinpointing the exact location of their mix truck and estimated arrival time.

**Real-time notifications:** Customer Portal keeps customers informed of their order ETAs, reducing routine inquiries and improving transparency.

**Improved data tracking:** With valuable insights into delivery and truck details, Dale and his team have better control over their routes and schedules.

## Real Results

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Previously, a single customer would call up to 10 times a day for a 150-160-yard order. Thanks to the Customer Portal, this has been streamlined to just one call. Customers don’t have to be tech-savvy – they can track their next truck’s location and monitor project progress effortlessly through the app.

*“Having the combination of technologies from Command Alkon allows us to work smarter. Everything works well together, making us a better producer.”*



### Productivity

Customer-facing staff are freed up to handle more complex issues.



### Efficiency

Customers appreciate the convenience offered by the real-time tracking.

## Learn More

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Are you ready to “wow” your customers with Customer Portal? [Click here to learn more.](#)