



***FORWARD
IN FOCUS***

Perfect Order to Perfect Delivery: Closing the Gaps in Your Process

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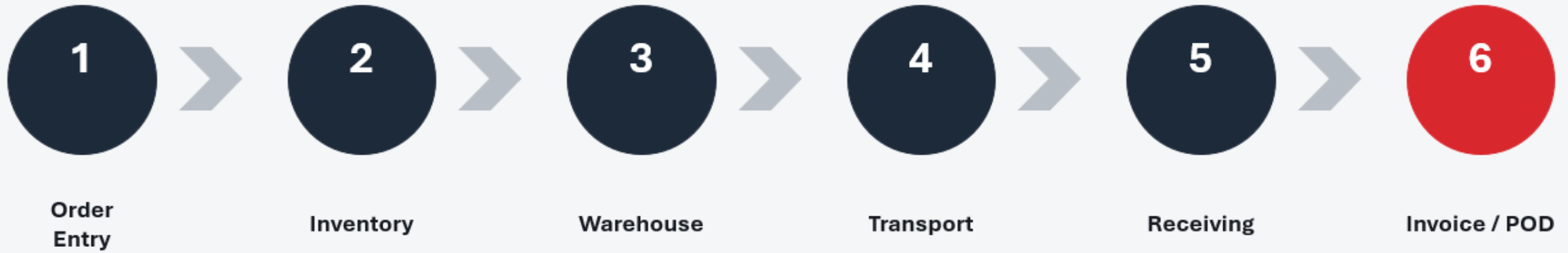
Tommy Wohlgemuth | COO & CFO, SGC Foodservice

John Yancigay | VP of Operations, DiCarlo Foodservice

Jim Hoss | VP of Operations, Cash-Wa/PFG

The customer experiences one order — not five departments

A perfect order forces the organization to measure the customer experience end-to-end.



A 99% warehouse pick rate can still produce a poor customer experience if the order is late, damaged, short, mispriced, or difficult to receive.

Define it so everyone can recognize it

PERFECT ORDER = Complete + Accurate + On Time + In Condition + Correctly Invoiced + Fully Documented



ALL-OR-NOTHING

If any required element fails, the order is not perfect.

- One wrong case = not perfect
- One late delivery = not perfect
- One preventable credit or recovery = not perfect

Six dimensions of a Perfect Order

1 Right Product

SKU, brand, pack, UOM, approved substitution

2 Right Quantity

Confirmed quantity delivered — no shorts or overs

3 Right Condition

Damage-free, food-safe, temperature and shelf-life compliant

4 Right Time & Place

Correct day, location, receiving window and instructions

5 Right Transaction

Price, fees, taxes, credits and terms are correct

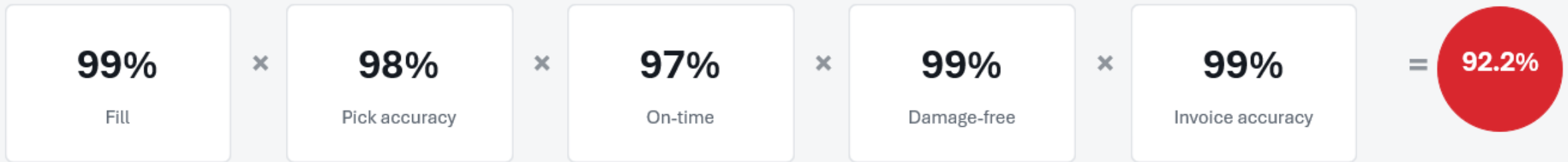
6 Right Documentation

POD, signature, photos, exceptions and traceability complete

THE MATH

Small misses compound into a much bigger customer problem

Component KPIs can look strong individually — while the end-to-end order is not.



The takeaway

Perfect Order exposes the handoffs. It turns functional excellence into an end-to-end customer metric.

Where does the Perfect Order break?



**Most failures are created upstream
and discovered downstream.**

ORDER ENTRY

Wrong SKU/UOM • missed cutoff • bad customer instructions

INVENTORY / PURCHASING

Out-of-stock • substitution gap • short shelf life

WAREHOUSE

Mis-pick • short • damage • load sequence error

TRANSPORTATION

Late • missed stop • damage • temp excursion

BILLING / POD

Pricing • fee • tax • credit • missing documentation

Design your company's Perfect Order standard

A What must be true?

Choose the non-negotiable elements required for a perfect order.

B What counts as “on time”?

Customer window, route schedule, appointment time, grace period?

C What is an exception?

Customer-caused changes, weather, substitutions, force majeure, returns?

D What will you code?

Select 8–12 failure codes that are specific enough to drive action.

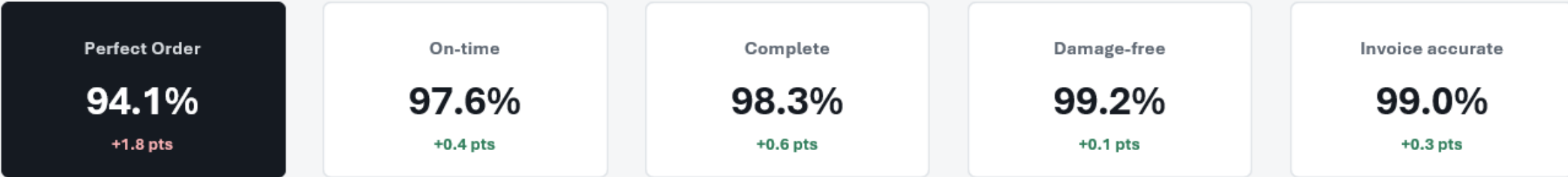
E Who owns the score?

Choose one executive owner and functional owners for each failure category.

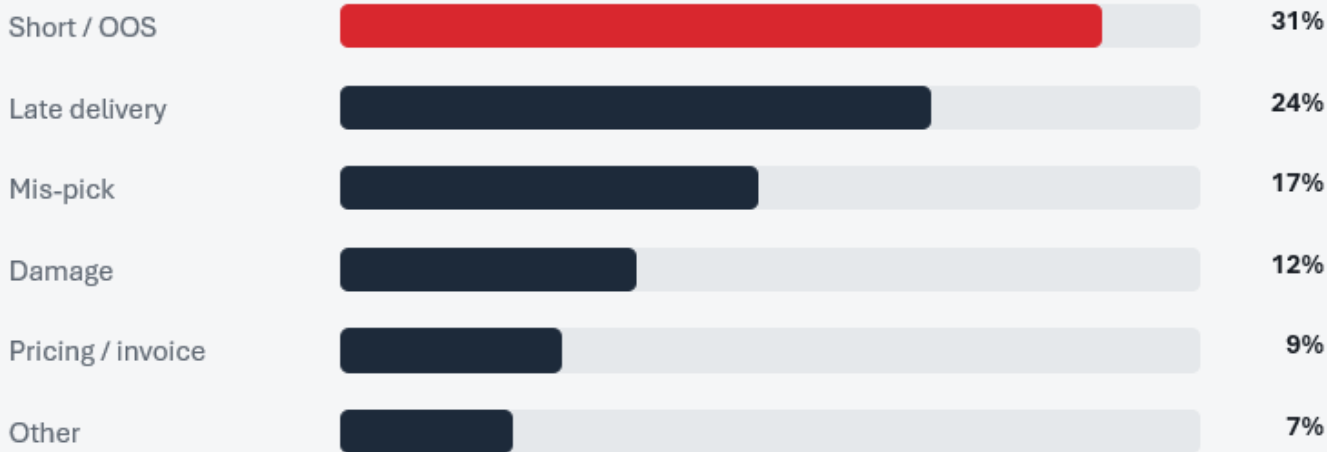
F Where will it live?

Dashboard, daily huddle, weekly ops review, monthly customer review?

What a practical Perfect Order dashboard can look like



Top Imperfect-Order Drivers



Dashboard rule

Pair the headline rate with the failure Pareto.

The score tells you if customers are winning. The Pareto tells you where to work tomorrow.

Cash-Wa / PFG Perfect Order Method

Speaker: Jim Hoss, VP of Operations



Secrets to the Perfect Order from Kearney, NE.

Just-In-Time or Out-Of-Stock

Cash-Wa Distributing

401 W 4th St, Kearney, NE 68845, United States

4.3 ★★★★★ 295 reviews ⓘ



Cynthia Moffitt

1 review

★★★★★ 2 months ago

Hands-down, the best food DC I have ever delivered to checked in 6:45 AM appointment at 7 AM out by 7:30 AM awesomeness!



Morgan Phelps

Local Guide · 28 reviews

★★★★★ 6 months ago

Awesome people! They treat you like family at Cash Wa, which feels like a lost art in this industry. I recommend them every chance I get.



Sergey Gulov

Local Guide · 16 reviews · 2 photos

★★★★★ 2 months ago

A+ over night parking is across the road from security booth, great friendly and helpful people working here, easy to back up to loading docks. My appt was for 10am, checked in at 7am got a door right away. Staff pick up papers and bring them back to your truck. Unloaded and with papers back in my hand at 8:43am. Lumper was \$169.52 for a full truck. Thank you CWD for an awesome experience to unload at your facility.



Wally Wallace

Local Guide · 24 reviews · 11 photos

★★★★★ 7 months ago

Overnight parking in the lot across from the guard shack. Park wherever you find a spot. You can check in at the guard, shack the night before until 21:30, otherwise you'll have to wait till 6:00 in the morning. Nighttime guard CANNOT check you in. At 6 a line of trucks will form. Morning guard is very nice. I left a map to make it even easier than it already is. Once in dock, someone will come out to grab your papers. When complete, they will bring papers to you. Unload took less than an hour. Normally food service unloads (etc), for Georgia Pacific loads, take 3 to 10 hours, so this place is outstanding. Only negative is the first 3 docks are difficult if there's a truck in the way.



Be the Squeaky Wheel

Get a picture of the damaged product

Send the picture, Quantity, and PO# to the buyer

Buyer communicates to vendor for deduction



Almost made it!

Need a Pic



Operations or Meteorologist?

It's all Perception

Communicate Early & Often

1. Order Heavy
2. National Weather Service
3. Expect Disruption
4. Clear “shovel” pathway

“The Safety of our Drivers and the Public is our Highest Priority.”



Safety Culture leads to the Perfect Order & Perfect Delivery



SGC Foodservice: Perfect Order Method

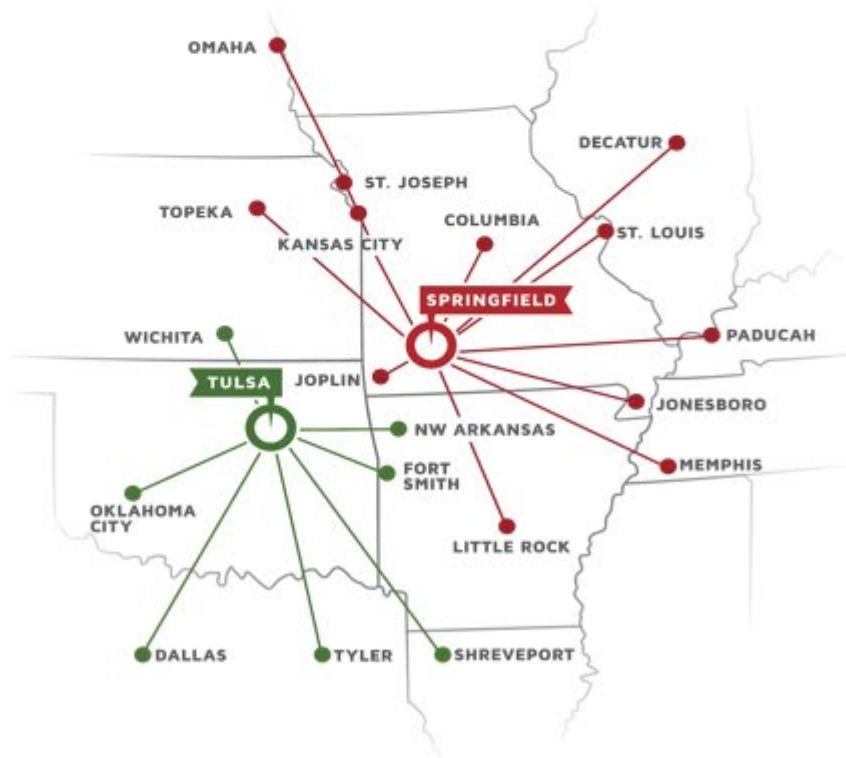
Speaker: Tommy Wohlgenuth, COO and CFO



Secrets to the Perfect Order from Springfield MO

SGC Foodservice: Perfect Order Method

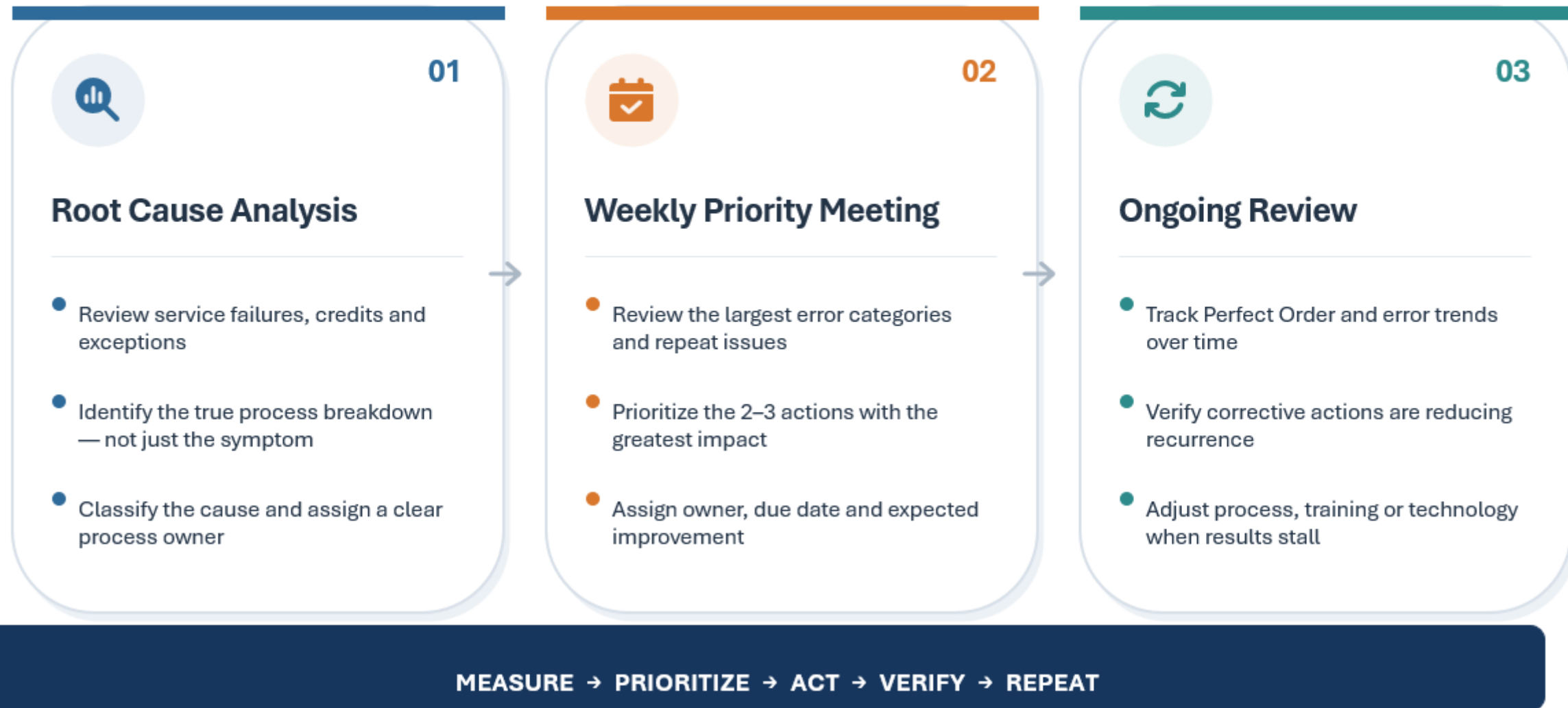
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Secrets to the Perfect Order from Springfield MO

Perfect Order Initiatives – SGC Foodservice

Find the cause. Prioritize the fix. Verify the result.



DiCarlo Distributors Inc: Perfect Order Method

Speaker: John Yancigay, VP of Operations



Discussion of the Perfect Order from Holtsville, New York

1. Understand the metrics and exceptions.
2. Week statistics and review by all departments
3. Set small achievable goal for consistent progress
4. Monthly meeting with workforce individuals to combat nagging issues.
5. Investigate new technology to resolve consistent (non-improving) deficiencies

Q&A

