SuperShuttle introduces "Auto Routing" for Quicker Pick Up and Delivery to most of the nation's largest Airports

Benefits

A new "Auto Routing" tool allows SuperShuttle to create an optimal set of routes for each driver's entire day's work in less than a minute...a job that used to take dispatchers many hours. This optimization scheduling tool has allowed SuperShuttle to dramatically change the way it plans their operations and increase its margins. In addition, they are able to improve the experience of their customers by generating more compact routes and minimizing travel time to the airport.

Summary

SuperShuttle just made getting to the airport and home easier with the introduction of "Auto Routing" a unique system for the delivery of real live people to and from most of the nation's leading airports. Auto Routing is the brain child of Profit Point and SuperShuttle coming together to create a state-of-the-art pick up and delivery system for people that allows for the most efficient routing of SuperShuttle customers yet. Based on a central optimization engine developed by Profit Point, the Auto Routing system generates all the pick-ups and airport deliveries for a day. It creates compact routes that optimally use the vans available to SuperShuttle, thereby reducing operational costs while simultaneously improving the customer experience. While packages don't mind sitting in the delivery truck and going out of their way a bit, people, on the other hand, don't like to be on the van too long, go to far out of their way, or backtrack to the airport. This new system actually delivers a whole new "on-time" delivery system for SuperShuttle customer.

Our Solution

Profit Point developed a state-of-the-art, proprietary optimization model that would account for all the variables and optimize the schedule based on minimizing miles and minimizing travel times necessary to get all customers to the airport on time to catch their airplane. The optimization model had to deal with a variety of different operating restrictions that SuperShuttle imposes differently in different cities, to ensure local norms were respected. Profit Point delivered one solution that addresses a variety of needs for different users in different cities. The one thing that is the same in all cities where SuperShuttle provides airport service: everyone is happier getting to the airport with Auto Routing.