

CASE STUDY

PALMER AND HARVEY DRIVES FLEET EFFICIENCY AND ADVANCES CUSTOMER SERVICE ACROSS 550 VEHICLES



PALMER AND HARVEY DRIVES FLEET EFFICIENCY AND ADVANCES CUSTOMER SERVICE ACROSS 550 VEHICLES WITH VSC'S CENTRALIZED DELIVERY MANAGEMENT SYSTEM



PALMER AND HARVEY

Palmer and Harvey provides nationwide distribution facilities for customers operating in the convenience, forecourt and CTN retail arenas. Its comprehensive goods sourcing and supply operation for ambient, alcohol, chilled and frozen, and non-food categories spans 69,000 product lines. Independent retailers to major brands – such as Esso, Shell, Welcome Break, Tesco and Sainsburys – rely on Palmer and Harvey to supply their stores with the company's fleet of 550 vehicles handling 5,800 deliveries from 12 depots daily.

THE CHALLENGE

Real-time visibility of deliveries from warehouse to retailer

To optimize the operation of its 550-vehicles that daily deliver around 5,800 consignments of tobacco, chilled, frozen and convenience goods, and groceries to UK retailers, Palmer and Harvey defined the need for a mobile delivery management system. It especially focused on two objectives. First, achieving a comprehensive real-time view over fleet status to enhance customer service with the ability to take pre-emptive action where necessary. Second, improving driver performance through route monitoring and automated driver reports on post-journey analysis.

CUSTOMER PROFILE

Company

- Palmer and Harvey
- UK

Industry

- Logistics

Motorola Products

- Motorola MC7094

Partner

- VSc Solutions



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Palmer and Harvey operate 550 vehicles from 12 depots across the UK, delivering around 5,800 consignments of food, groceries and tobacco to retail outlets. Running the fleet at optimum efficiency, along with the provision of high quality customer service, are critical to its business. With the support of VSc, the firm deployed a centralised delivery management system to achieve this; drivers are equipped with GPS enabled wireless handheld computers from Motorola, running VSc's ePOD, tracking and reporting applications. The technology ensures Palmer and Harvey can provide accurate timed customer deliveries. The technology also helps improve driver performance and identifies potential efficiencies to deliver a more pro-active and effective service to customers.

THE SOLUTION

Handheld mobile computing system for real-time data collation and access of VSc applications

Palmer and Harvey partnered with VSc Solutions, specialists in mobile delivery management applications, to design and deploy the technology. Drivers are equipped with compact MC70 GPS handheld computers from Motorola. The MC70 combines GPS and vehicle tracking along with a range of features including signature capture and bar code scanning in a single unit. The devices are securely mounted in a dedicated cradle on the dashboard and are removed to secure PoD and scan bar codes.

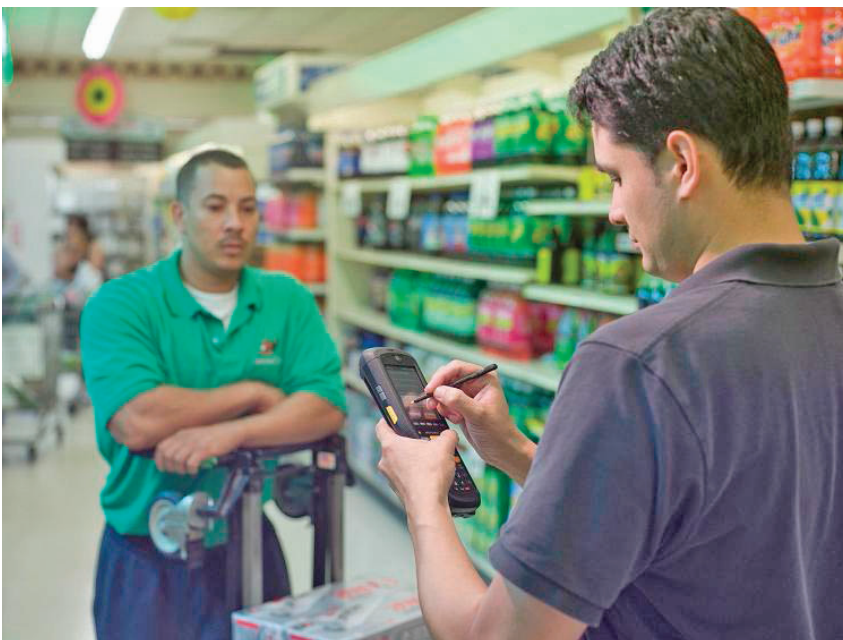
The computers access a range of applications developed by VSc including efficient daily route plans (downloaded via the GPRS network), GPS guidance, and standard templates for reporting and PoD. Data is sent back to base as soon as it's collated. And, it's integrated with key business information systems such as Palmer and Harvey's warehouse management application to improve supply chain planning. As the system is business critical, VSc provides a next-day swap-out service for damaged devices and oversees application servers in a highly secure and robust tier one hosting center.

Application(s)

- **Job allocation:** Electronic distribution of jobs on a daily basis to drivers
- **Real-time intelligence:** Real-time tracking over driver, vehicle and delivery from dispatch to delivery and goods returns
- **Demand planning:** Information feedback, recording of goods returned (exceptions) out of stock items
- **Electronic proof of delivery:** Managing the delivery / collection of returned goods using the handheld devices
- **Fleet efficiency:** Route monitoring and driver compliance
- **Consistent quality data:** Template forms ensure consistent quality data is recorded by drivers

Benefits

- **Enhanced customer service:** Ability to meet allocated delivery window
- **Real-time intelligence:** The business has accurate and timely information available on the progress of jobs and the position of its fleet
- **Fleet efficiency:** As well as efficient route planning and GPS guidance, driver efficiency is improved through information from delivery records
- **Service validation:** Electronic proof of delivery (ePoD) validates service provision
- **Immediate response:** Should problems or exceptions arise drivers can notify base and customer service can immediately start to handle the problem



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THE BUSINESS VALUE

Improved customer service and fleet efficiency

A plethora of customer service improvements are being achieved. With a real-time view of fleet status and, enhanced route planning, Customer Services are kept in the picture about delivery progress, while Palmer and Harvey can meet accurate time windows for deliveries. Signature capture and scanning capabilities enable drivers to verify deliveries and send back data about, for instance, goods returned. Any exceptions, flagged by the driver through the mobile device, can be addressed immediately by Customer Services, while account managers can see reports produced by VSc's system, if customers have experienced delivery problems.

The system also delivers business advantages. VSc's planning technology calculates the most efficient routing for drivers to meet tight time windows and optimize fuel consumption. With driver debriefing reports automatically produced, Palmer and Harvey's fleet management team can further reduce operating costs by encouraging drivers to: stick to the schedule and comply with delivery sequences, adjust driving to optimize efficiency, and improve load and unload performance at customer sites.

Richard Slater, Logistics and Development Director at Palmer and Harvey explains: "The new system will provide us with greater visibility in terms of real-time information on vehicle and driver activity, as well as alerts to any areas of inefficiency in the delivery process. This ultimately means we can reduce our operational costs and provide a more effective and pro-active service to our customers".

VSc

VSc Solutions is at the forefront of vehicle and delivery tracking, route monitoring and proof-of-delivery management. Its technical know-how helps companies extend real-time visibility from the warehouse across the entire delivery and collection process – with solutions that both reduce distribution costs and improve customer service. Core areas of expertise span ePod, vehicle tracking and telematics, route monitoring and compliance, and integration services including back office, warehouse and ERP systems.



For more information on how Motorola's MC7094 rugged handheld computer can improve your logistics operations, please visit us on the web at www.motorola.com or access our global contact directory at www.motorola.com/enterprisemobility/contactus

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