



## The CDA Group Ltd revolutionises delivery service with Civica TranSend ePOD and Route Compliance



The CDA Group, UK manufacturers of quality kitchen appliances, have implemented TranSend ePOD and Route Compliance to simplify and modernise their delivery operation. As a result, provide even better customer service while driving down operational costs.

CDA has a reputation for style, innovation and quality and offer their retail clients one of the biggest and most diverse selections of appliances available. CDA operate a 20-vehicle fleet supplemented by the use of sub-contract vehicles where necessary. With an industry-leading 'on time, first time' delivery service, CDA's fleet of delivery drivers pride themselves on being the best. Most deliveries take place within 24 hours of placing an order.

**TranSend has been implemented via a PDA device for all communication between the driver and the office to:**

- ▶ Record the time the driver signs on and off.
- ▶ Prompt the driver to carry out all vehicle safety checks and ensure all necessary equipment is loaded on the vehicle.
- ▶ Provide drivers with all route and customer delivery information.
- ▶ Provide satellite navigation to ensure the most efficient route taken.
- ▶ Capture all relevant details about a customer delivery, including time, signature, photographic evidence and reason for any delivery failure.

- ▶ Automate the payment check prompts for drivers collecting payments.
- ▶ CDA also use TranSend's web-based Executive Dashboard to manage the delivery operation,
- ▶ utilising real-time information on delivery status measured against their own business KPIs to highlight and react to exceptions as they arise.

CDA wanted to improve their delivery operation through more efficient tracking and control of their planned deliveries and routes. Having successfully implemented a specialist route planning system from Optrak, Civica was recommended to provide an integrated and interactive delivery management system that would enable CDA to control and track the planned routes and thereby improve delivery efficiency while reducing paperwork and staff admin time.

### **The solution - integrated Route Planning, ePOD and Route Compliance**

From an initial meeting it was clear that Civica could deliver the required improvements in control and tracking through integration with the route planning software.

TranSend manages the whole delivery and collection process, including scanning and exceptions. Deployed on Zebra rugged PDA devices, the software enables real-time tracking of drivers, vehicles and deliveries, providing drivers and back office staff with automated updates. Managers, drivers and customer service staff have tailored views that help them to respond appropriately with each customer.

As well as providing vehicle location information, TranSend monitors all activity against plan and answers the relevant questions to more pro-actively manage delivery efficiency and customer service.

Optrak route planning, uniquely, provides information on multi-day routes and TranSend uses this information to handle routes with overnight stops.

### Implemented on time and to budget

Once the project was signed off, the Civica and CDA teams had less than three months to go live. This tight deadline was even more intense by having new staff in the transport office and delivering the project at the busiest time of the year.

### Chris Thomas, Operations Manager at CDA, was responsible for the overall project:

"Despite the massive change to all our processes the project has gone really well. Customers have readily adopted the paperless system."

Moving forward, CDA is going to include the customer's confirmation signature image at the bottom of each invoice which they can send electronically within half-an-hour of the delivery. This will eliminate request for PODs and delays to payment relating to proof of delivery.

**Chris continues:** "For me, this is the reality of a long-awaited project and hopefully the start of a long working relationship with the Civica team. There is so much more that we can do with the software and the technology means that we can confidently move forward into the future."

### The business value

The result for CDA is greater visibility of the delivery operation and its performance with a projected saving of £40k per annum in operational costs, including reduced fuel usage, reduced staff time in admin, logistics and finance, reduced printing and consumables and a reduction in customer claims.

### Key outcomes:

- ▶ Improved customer service with real-time delivery information to hand.
- ▶ More efficient delivery service by monitoring and controlling planned drops.
- ▶ Reduced fuel usage through tracking route compliance.
- ▶ Reduction in staff time spent on queries on deliveries, shortages, and proof of delivery and credit claims.
- ▶ Improved cash flow through same-day invoicing using accurate delivery information.
- ▶ Ongoing savings from reduction in paper and printing, with all information on the PDA device.
- ▶ Prompt management of exceptions by tracking delivery and driver information in real time.