ZEBRA

EFFICIENCIES DELIVERED

REYNOLDS OPTIMISES FLEET PERFORMANCE WITH THE TC55

REYNOLDS

Reynolds is a key supplier to the UK's foodservice market. From its National Distribution Centre in Hertfordshire, and five regional hubs, it sources and supplies fruit, vegetables, meats, cheeses and dairy to leading brands including, Pizza Express, Carluccio's, Byron and Bill's.

Its Business Improvement team, led by Alex Furner, looks for ways to drive efficiencies. And, with its fleet of drivers using paper-based systems to manage deliveries, the team made the decision to move to mobile computing. Reynolds wrote its bespoke REDEMA mobile computing software in-house. The application automates driver orders, routing, PoD, data capture and vehicle tracking. As part of the design process, the team provided mobile computers for drivers to test over a month-long period. Their feedback, that the TC55 touch computer was the best solution, matched the findings of the Business Improvement team, which tested the devices against a range of criteria.

Reynolds ordered 250 TC55s provided by MP Logistics Ltd, a Zebra hardware and supplies partner. The computers, driven by the REDEMA software, are delivering a range of benefits. Calls from drivers to distribution are down 20%, vehicle routing has become 2% more efficient, and disputes about unattended deliveries have fallen by 73%. With improved order accuracy and more responsive customer service, efficiencies are being delivered across the business.

CUSTOMER PROFILE

Organisation:
Reynolds

Location:
UK

Industry:
Logistics

Partner:
MP Logistics Ltd

Zebra Technologies Products:
- 250 TC55 touch-screen mobile computers

> "Previously, when our drivers left the depot to deliver to customers they were effectively on their own. However, with the TC55 running our REDEMA software, we've given them the tools to be more efficient and deliver a better service. We also get a plethora of data regarding vehicle routes, including how long we spend on site, alongside any issues such as order exceptions and why they occurred. Therefore, our decision making is better informed and we're seeing a lot of other business improvements. These include a 20% fall in driver calls to our distribution team, a 73% drop in disputes at unattended drops and a huge reduction in the loss of delivery crates."
>
> Alexander Furner, Head of Business Improvement, Reynolds

THE CHALLENGE

Reynolds looked to deploy a new mobile computing system that would automate workflows, data capture, and vehicle and asset tracking across 200 vehicles and around 3,000 daily deliveries.

THE SOLUTION

Reynolds' Business Improvement team built its own REDEMA application – a client server solution developed using naked Android for the devices and Java EE in the back office. The software, fully integrated with Reynolds' ERP system, provides an array of applications.

At the start of a shift, drivers use automated forms to collect legal and general admin data. Drivers also use their devices to check deliveries at the customer's site and notify Customer Services of exceptions. PoD is collected by customers signing on the TC55's screen and, if no one's available (e.g. during overnight deliveries), drivers use the device's camera to take a GPS time and location stamped images to validate the drop. To improve vehicle usage, drivers can be rerouted by a digital task to pick up stock from suppliers as they return to base. In addition, a back office system provides a web dashboard showing any customer issues, a range of performance data, vehicle tracking and more.

For the mobile device, Reynolds worked with MP Logistics to test a range of products for battery life, screen resolution, processor speed and operating system. The TC55 was the only device to meet all the criteria and was also the preferred device of drivers who tested computers in the field. In addition the business improvement team wanted to deploy a rugged device, rather than a consumer product. There were two main reasons for this. First, there were concerns that consumer devices were not robust enough to take on the road. And second, the fast turnaround of consumer devices – with new releases around every six months – would mean that Reynolds could soon be running a mixed estate of computers that would increase management and maintenance costs.

BENEFITS

Data, including PoD and issues raised by drivers, flows around the business in real time – for example, Reynolds' Contact Centre can warn customers of a delay and take action to rectify it. Admin is also reduced – calls from drivers to distribution are down by a fifth and the number of disputed deliveries to unattended drops has fallen considerably. And with a range of data available on a web platform – from vehicle locations, to common issues and driver performance – Reynolds can make better business decisions. Indeed, driver routes are already 3% more efficient and within the next six months this figure is expected to rise to 5%.

The TC55 handheld computer is helping to make the most of the REDEMA software. The battery lasts a typical shift, the screen is bright and easy to read and, despite being a smartphone style device, the TC55 is more than tough enough to survive life on the road.

The easy Android interface means that new drivers can be up and running with the TC55 inside 30 minutes. And the fact that they all love using it means that there's universal engagement with the apps and forms that enables the real-time capture and flow of data around the business.

Applications:
- **Proof of Delivery (PoD):** Customers sign on the TC55
- **Picture messaging:** Additional PoD using GPS tagged images
- **Order check:** Drivers check deliveries at unload
- **Digital tasks and forms:** Drivers receive instructions, and reroute requests, direct to the TC55
- **Health and safety:** Drivers capture legal and admin metrics at the start and end of shift
- **Performance analysis:** Key processes can be reviewed, such as how long a driver is on site
- **Track and trace:** Vehicles are tracked using GPS
- **Asset tracking:** Drivers record any delivery boxes that they leave or pick up from customers
- **Service and support:** Bronze Service from the Start contract with a three day device replacement

Benefits:
- **Accurate stock position:** Stock control is optimised and orders fulfilled accurately
- **Improved customer service:** Disputes about unattended deliveries have fallen 73%
- **Reduced admin:** Drivers are far more self-sufficient and calls to dispatch are down 20%
- **Better routes:** Route efficiency is up 2%
- **Reduced loss:** There has been a huge fall in the number of lost crates
- **Improved safety:** Driver instructions are sent digitally, reducing the number of calls drivers take and make on the road
- **Easy to use:** Drivers are trained in under 30 minutes to use the TC55

To discover the advantages that Zebra Technologies' solutions can bring to your business, please visit www.zebra.com

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