



Cormar Carpets implements Civica TranSend proof of delivery cloud software for improved visibility and control



Cormar, a British family-run business, manufacture and supply carpets to around 3000 outlets across the UK from two mills in Lancashire, with regional Distribution Centres in Bury and Hemel Hempstead.

The Challenge

Cormar focus on a high customer service rating and therefore need to know as soon as problems arise in order to quickly rectify and minimise any failed deliveries.

The company's bespoke Windows ePOD system had become difficult to support on old devices and so Cormar were looking for a future-proof solution, using the latest cloud technology, to manage their business-specific processes.

The replacement software needed to replicate some of the bespoke functionality from their legacy system with additional improvements to be able to more proactively manage the delivery process using visual, live-data dashboards.

The Solution

The TranSend ePOD app is deployed on Zebra TC55 rugged android devices and is integrated with Cormar's existing route planning software and with CoPilot truck-based navigation.

The fleet of 70 vehicles (which flexes to 80 at peak times) is operated in partnership with their chosen 3PL provider. Cormar decided to manage the operation with their own delivery management software, using TranSend ePOD, to give them complete ongoing control. This keeps the whole supply chain system in-house with the ability to use dynamic workflow

to prescribe driver processes, regardless of which vehicles and drivers are used.

Cormar's WMS software integration feeds order information to the route planning system and items are scan-loaded onto vehicles, which ensures a high level of delivery accuracy. The completed route data is pushed to the TranSend app on the driver's device, which is also used for vehicle checks prior to departure.

For Cormar, delivery service is the central USP and, with 45% of orders being placed online, it means that the customer's first interaction could be with the driver. Regular customers expect a personalised service at the point of delivery, which is difficult to achieve with an irregular driver workforce. The TranSend ePOD app forces the driver to acknowledge instructions before each delivery can be processed.

"For us, the biggest benefit is having much greater control and visibility over our deliveries, so that we can manage exceptions as they arise and thereby maintain and improve the highest level of customer service. Our performance measurement for the transport operation for On Time Delivery (OTD) has increased to 99.7% since the roll-out of TranSend."

Gary Mitchell, Distribution Manager, who managed the project for Cormar alongside the TranSend project team.

The TranSend ePOD app presents the driver with detailed instructions for each customer drop, including the relevant customer contact and exact delivery location. Drivers are then stepped through every process specified for each customer at the point of delivery.

Where there is an unattended delivery, the driver is forced to capture notes and photos to complete that delivery. Any exceptions are immediately alerted to the Transport Management Team, who provide the driver with relevant authorisation codes to be entered before they can continue with the next stage of the delivery process.

Items are scanned off at stores to confirm delivery status and this data is updated in Cormar's WMS system to enable accurate and timely invoicing.

Gary continues:

“Having real-time delivery information has resulted in more accurate invoicing and, in turn, has reduced claims processing.”

The PDA workflow also handles returns, with collection note details recorded in TranSend. Returns processing is really important to Cormar customers who order online, and carpets can be problematic to return. Collections have to be planned towards the end of the route, due to carpet size and space required. Cormar saw this as a very valuable business area and has improved returns accuracy by 25%, largely due to the implementation of TranSend.

TranSend has replaced multiple software systems for Cormar, including tracking of vehicles which is now handled using live data from the driver's PDA.

Key Benefits:

- ▶ Visualisation of vehicle location and delivery events with a timeline provides a clear picture of activity on each route with drill-down to details.
- ▶ Easy communication between driver and back office via messaging.
- ▶ Route Replay is really useful to check any deviation to route and to support driver debrief process.
- ▶ Ability to revisit previously failed stops and capture record of redelivery.
- ▶ Barcode scanning of items onto the vehicle by the driver validates the correct stock for the route.

- ▶ When all stops have been completed, the driver goes through a load check process, which records all items not delivered and generates alerts for any exceptions to the Customer Service team.
- ▶ Once the route is completed, details of the final stock check are fed back through the WMS system so that they know what is being returned and to generate a credit or re-delivery.

Gary concludes:

“TranSend has provided an intelligent workflow to match our existing business processes and also added some new features. The project team's experience and expertise has been pivotal in delivering the tight integration between our WMS software and TranSend.”

“As a growing business, managing a larger distribution operation has been made easier by using TranSend. We have a very good working relationship with Civica's TranSend team and will work closely together to develop Cormar's system into the future, including integration with our Customer Experience Manager systems.”

Outcomes:

99.7%

on time delivery (OTD)



25%

improvement in returns accuracy

