

## CASE STUDY : Brakes Foodservice Ireland

### OBJECTIVES

- Track job progress and profitability
- Flexible solution for field data capture
- Eliminate paperwork and duplication

### WHY GEOPAL

- Customizable mobile workforce app
- Executive dashboard reports
- Fast deployment, simple to use

### RESULTS

- 20% increase in office personnel efficiency
- 50% reduction in admin costs
- 100% elimination of paper processes
- 100% tracking of workers in real time
- 100% real time information on vehicles and assets

**Brakes** is a leading foodservice provider delivering an extensive range of fresh, frozen, ambient and non-food products on a daily basis throughout the island of Ireland.

Brakes has regional depots located in Dublin, Cork, Galway, Lisburn and Strabane.

### CHALLENGE

Brakes was very much dependent on paper-based and manual businesses processes. Drivers had to carry delivery docket, printed notes relating to particular customers and additional paper to jot down any delivery issues. In addition to the cost of buying and printing paper, the delay in receiving these forms back to the office meant that it would take longer for office staff to invoice their customers and create delivery reports.

Paper in the field could be lost, damaged, or obscured and illegible to office staff which led to a decline in the quality of data captured. This created more work for office staff as they had to then call drivers in order to confirm the information which was written on the paper forms.

The approach to management of deliveries was inconsistent and inefficient. The lines of communication between the driver, the back-office and the customer were unclear and unreliable. This had a negative impact on customer service as staff were unable to provide accurate answers in relation to driver location, customer orders or delivery issues.

Managing the specialised containers used these types of deliveries ('Cages') was a major challenge for Brakes. Many cages were getting lost, broken or mixed up with customer cages. This led to disputes over the ownership of cages. Many were not recovered resulting in a monetary loss for the company.

Brakes had no way to accurately view driver locations or routes they had taken. There was little analysis of Vehicle Route data and passive monitoring was more common than active management of these routes. In hindsight, vehicles were being overused which led to the company spending more money on fuel and maintenance.



*Our business has, and always will have excellent customer service at the fore front of any operations we carry out. Through using GeoPal, we can now do this cheaper, faster and more efficiently.*

Alan Waite, Managing Director, Brakes Foodservice Ireland.

## SOLUTION

Brakes delivery drivers carry a GPS enabled smartphone and use the GeoPal mobile app to complete all process steps associated with their delivery jobs. All the information regarding a particular job is sent to the GeoPal app on the driver's phone at the time of dispatch. Referencing this information, drivers then complete a simple, standardised workflow that allows them to capture important information like: arrival/departure times, cages delivered and returned, any delivery issues, barcodes and other reference data, as well as customer signatures.

The flexibility of GeoPal allows Brakes managers to make changes to the electronic forms in order to respond to the changing requirements of their customers.

Brakes office staff use the GeoPal web application to view and manage the data which is captured by delivery drivers and sales reps in real-time. Office staff can use the web interface to: locate drivers, view the routes which they have taken, configure mobile forms, view and manage assets such as cages and create reports based on data captured by drivers.

## BENEFITS

### Paperless Delivery Jobs

Brakes delivery drivers and sales reps very quickly adopted the GeoPal app due to its easy to use interface and flexibility. In addition, to the other savings that GeoPal has brought, Brakes have seen a drastic reduction in the amount of paper used.

### Enhanced Route Monitoring

By using GeoPal's route monitoring functions, Brakes have been able to discover more efficient routes for their drivers. The GeoPal route replay feature has allowed Brakes to perform a post-delivery analysis on any particular delivery to ensure both drivers and routes are optimised.

### Improved Customer Service

Customer satisfaction is key to the success of Brakes Foodservice. Due to the flexible and highly customisable nature of GeoPal, Brakes has been able to mould the platform to suit its exact needs. Since the implementation of GeoPal, Brakes have seen an increase in the quality of customer service. Office staff can now give updates to their customers based on real-time information.

*My entire day's work is stored on a smartphone which fits snugly in my pocket. Now I don't have to worry about all my paper docketts.*

– Brakes Delivery Driver

*If a customer calls asking about their delivery, we can give them a detailed answer simply by clicking a button. Most importantly, we can boast a higher level of customer satisfaction than ever before.*

– Brakes Distribution Manager



Address : GeoPal Solutions, 12-13 Temple Lane South, Dublin D02 PX54, Ireland

Email : [sales@geopal.com](mailto:sales@geopal.com)

Web : [www.geopalsolutions.com](http://www.geopalsolutions.com)

© GeoPal Solutions 2017