

WITH WEBFLEET IMPROVEMENT IN DELIVERY TIME OF 20%

Ben Povey,
Logistics Manager, Krispy Kreme



VOICE OF THE CUSTOMER

46 branded stores in UK

The Organisation

Krispy Kreme UK currently operates 46 stores and has a presence in over 400 cabinets with retail partners including Tesco outlets across the country. The company entered the UK market in October 2003 in London and has since opened Hotlight stores in key cities including Manchester, Leeds, Portsmouth, Birmingham and Bristol, all of which include a unique 'doughnut theatre' giving lucky customers the ultimate Krispy Kreme experience. Krispy Kreme UK delivers fresh doughnuts daily from the regional Hotlight Stores to coffee bars and kiosks in the local area, including a number of kiosks within Waterloo, Victoria, Paddington and Euston railway stations, targeting commuters travelling to work.

Late deliveries means
reduced sales

The Challenge

The 11 locations (hubs) produce 200 dozen doughnuts per hour, each location has to deliver to 3 routes, from 3 vehicles, a total of 33 vehicles. Deliveries are made in the early morning in time for the day's business, and the implication of a late delivery has an obvious impact on sales performance. If the product isn't on the shelves in the morning, not only would this result in immediate lost sales; it also has an impact on the customer experience.

Krispy Kreme operated a manual system that gave limited visibility as to vehicle positions and scheduled departure and arrive times. A solution was needed to ensure deliveries were on time, but also to provide vital information to production to ensure products were ready for distribution.



VOICE OF THE CUSTOMER

Product reaches
store on time

The Solution

Following a successful pilot in 3 vehicles in Portsmouth, the company decided to install LINK devices from Webfleet Solutions in all 33 vehicles. The LINK tracking unit connects the vehicle to the office so the logistics manager can see vehicle location in real time which provides a permanent data flow for communication and workflow updates between vehicle and office. With real time traffic updates delivery vehicles can avoid traffic and show an accurate time of arrival to the manager in the office.

Krispy Kreme UK Logistics and Webfleet Solutions worked closely with ConnectFleet, a systems integrator and member of Webfleet Solutions' network of accredited partners, to produce bespoke reporting that enabled the business to tailor the solution to the challenge in hand.

Each vehicle completes three routes per day to specific delivery points; a "geofence" was created around the individual store addresses, which signals an alert when the van enters or leaves the area marked around the store premises. Each region is aware of status of delivery and if there is a delay the store is informed and operations can resolve any issues.

ConnectFleet developed a "snap shot" report comparing vehicle progress from the different depots, at 05:40hrs and again at 06:30hrs daily via email to store managers, when deliveries are due to be completed. Reports are visible to all managers and this has resulted in some healthy competition between depots!

20% improvement
in delivery time

"WEBFLEET has brought many benefits to the logistics department at Krispy Kreme" says Ben Povey, Logistics Manager. "We are now able to deliver a world class service consistently where product is on-time every day, an improvement in delivery targets of 20%."

The round-the-clock monitoring increases the security of the vehicle and the person driving it. Krispy Kreme has developed an 'out of hours' alert, sending an alert if the vehicle moves between 14:00hrs and 03:00hrs.

Krispy Kreme is delighted with the performance and commercial improvements and is now considering tackling fuel reduction by monitoring idle time using the Webfleet Solutions ecoPLUS. This cost reduction will further increase profitability and allow them to reduce their carbon footprint. Profitability and a green and efficient approach to operations is core to the Krispy Kreme brand.