

# Case Study

## Grampian Foods maximises customer satisfaction with Codemove's Mobile Van Sales System



### **About MX**

MX is the industry alliance for mobile and wireless – we connect the community in Scotland and beyond. The key objectives of MX are to help stimulate and grow the sector in Scotland and to promote the value and accelerate the uptake of mobile and wireless solutions.

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The Chilled Distribution Division of Grampian Country Pork Halls Ltd (formerly Hall's of Broxburn), services the retail and catering trades. This includes hotels, contract caterers, local authority and hospital catering contractors as well as leading food retailers, grocery buying groups, petrol station forecourts and independent retailers.

Around 32 distribution vans operate from the Broxburn manufacturing and distribution plant and two other depots in Scotland. Each van will visit an average of between 25 and 30 customers per day to deliver orders already placed or to sell directly from the van. Some customers are on a credit sale basis and need to receive a delivery note, while others are on a cash sale basis and need a correctly calculated invoice.

"We had a lot of sales transactions happening every day and we wanted to ensure we were capturing these quickly and accurately," said Gerry Leyden, Direct Field Sales General Manager. "We also wanted to improve the process we had for obtaining future sales forecasts from our salesmen. But most importantly, we wanted to improve the accuracy and speed of providing customer invoices at the point-of-sale."

The company selected Codemove, based in Peebles to supply a mobile computing solution that would help the company solve these problems.

The solution consists of PDA's and portable printers with customised software supplied by Codemove. When a salesman is in any of the distribution centres, the PDA can be quickly connected via a networked PC and remote modems to the company's mainframe computer business systems and can easily download or upload information

During the day the printer issues accurate invoices for cash sales and delivery notes for credit sales, based on actual goods delivered rather than the order that was originally placed. The PDA informs the van salesmen of any outstanding balances owed by the customer and presents an accurate and full price list at all times.

At the end of each day's deliveries, order and delivery information is uploaded from the PDA to the mainframe by the van salesmen. The PDA also provides stock and cash, enabling the van salesmen to reconcile their stock and their takings easily at the end of the day.

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“At point-of-sale we want to give a first class service,” said Gerry Leyden, Grampian Country Pork’s Direct Field Sales General Manager, “That’s not just about the quality of the product and the accuracy of our order fulfillment, but the quality of information and documentation we are giving to our customers.

“This solution is a considerable improvement in economy and efficiency when compared with a man scribbling on a piece of paper with a ball point pen which has then got to be deciphered and keyed in to a computer at our end and also, possibly, at the customers end. Instead, the system delivers a clear and neatly printed invoice or delivery note directly to the customer at the time of delivery and the information is then communicated electronically to our central accounting systems on the AS/400 at head office.”

## Improving Sales Forecasts

Each salesman enters an estimate of daily requirements five days ahead and can update it three days prior to departure. The information is entered on the PDA then transferred to software on the AS/400 where it is incorporated into the company’s production planning system along with telephone orders received from customers. On the day of departure the van will be loaded with what has been ordered. When goods are

manufactured, picked and loaded on to the vehicle, that data is loaded on to the PDA ready for use during the day. Price, customer and product information is also transmitted to the PDA. The van salesmen are then equipped with all the information needed to deliver fast and accurate customer service.

Each order is already loaded in the PDA and, when the salesmen are delivering, the order information automatically appears, ready to create the invoice or delivery note, but can be amended for any variation in the actual content of the delivery. The software in the handheld unit updates the book stock during the day and prints a list of the closing stock at the end of the round.

“Stock and cash control and reporting have been greatly improved,” said Gerry. “We encourage the van salesmen to work on the premise that if the stock on the van in the morning is correct and, at night, the level of stock and the level of cash are as predicted by the system, then clearly all transactions during the day have been handled correctly. If either the stock or the cash is wrong then the van salesmen must account for discrepancies, but all the information on the day’s activities is there to show what has been done and what went wrong.”

## About Codemove

Codemove is an integrator, consultant and problem solver focused on helping companies optimize their supply chain – a critical requirement for companies of any size in today’s fast moving business environment. Our mobile and wireless solutions help companies to increase productivity, improve customer service and gain competitive edge. We are experts in barcode scanning, labelling systems, mobile data capture, wireless networks, RFID and asset tracking.

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