



GILMOURS

Digital innovation to meet customer demand

Goal

To set up, at speed, and manage pre-packed grocery deliveries in response to COVID to support retail channels and online demand.



Solution

vWork was rolled out for its ability to:

- easily manage large volume deliveries, with the ability to optimize delivery routes maximizing efficiencies.
- integrate quickly with other software using the vWork API's.
- be easily configured, with speed to set up and roll-out.
- keep customers updated on their estimated delivery time.

Benefits

- Efficient use of dispatchers' time, quickly optimizing each day's run in only a few minutes.
- Scale-up quickly to meet demand.
- Customers receive real-time delivery tracking and alerts.
- Intuitive user interface for dispatchers and mobile workers, which reduces the need user for training and time to production use.

Results

- 3 days from engagement with vWork to accepting the first customer order.

Thinking outside the box

New Zealand's largest grocery cooperative, Foodstuffs North Island steward several leading household brands, including New World, PAK'nSAVE, Four Square, and the business wholesaler, Gilmours.

"What we've achieved in a short space of time has been extraordinary. vWork's highly customizable nature means that we're able to easily tailor our setup to any new opportunity as it arises and be up and running quickly."

Simon Kennedy, Chief Digital Officer,
Foodstuffs North Island



During the recent level 4 Covid-19 lockdown, New Zealanders turned to online shopping in large numbers. And demand for key grocery items, as well as home deliveries, grew exponentially as customers chose to shop from the comfort and safety of their own homes.

At the same time, North Island-based Gilmours, had excess capacity as their traditional customers - bars, cafés, and restaurants - were closed.

Out of the box thinking at Foodstuffs NI identified a cross-brand solution to this imbalance. Foodstuffs would test the market with a new grocery offer - fixed content food boxes sold via the New World online shopping channel, fulfilled by Gilmours (packing and delivering the boxes to the customer).

To get this solution stood up in record time was the challenge.

Innovation to meet demand

Three Auckland-based Gilmours stores took part in the pilot with households within those delivery zones being within the delivery zones for 'Essential Boxes'. Foodstuffs NI launched five different "Essentials" boxes – a small household box, a family box, regular fruit and vegetable box, family fruit and vegetable box, and a meat box; with next day delivery being a standard offer. A donation from each box purchased was donated to Eat My Lunch, a charity that gives school lunches to children in need. 'Essential Boxes' also proved very attractive to many charity organizations, that were keen to help their communities.

The cross-functional project team had a clear view of what was needed to coordinate the deliveries across these delivery zones and what was needed to set up vWork to manage this process.

Using vWork's API, the team quickly wrote an integration to automatically raise a job in vWork once the customer placed their order.

Additionally, communicating with customers was vital. To meet this requirement, Foodstuffs NI customized vWork alerts to send each customer an email or text confirming when their order was on its way. And customers were able to track the progress of their driver on a map when they were getting closer to their home. At a time when zero-contact deliveries were mandatory, this helped our customers get their deliveries inside.

Before this project, the Gilmours pilot branches and delivery drivers had not used vWork. With just a short training session, each Gilmours store was able to use the reports to identify how many trucks they would need each day, what order the trucks should be packed in and which orders should go in which truck.

Drivers used the vWork mobile app, seeing at a glance how they were tracking against expectation, what route was best between deliveries, and how many deliveries were left. The intuitive interface meant that drivers needed very little support to get up and running.

In the three days it took for the Foodstuffs NI team to set up the pilot and receive their first order, Foodstuffs NI was able to demonstrate that digital innovation can be responsive and fast.

Ashleigh Waters, Customer Products Delivery Manager at Foodstuffs NI comments: "Being able to stand up this solution so quickly at a time when there was high demand for home delivery was amazing. From start to finish, we were up and running in just three days. This sets a very high bar for future projects where the need for agility is paramount."

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Boxing up a flexible approach

The pilot ran for 8 weeks with strong take-up by Aucklanders. By mid-June 2020, New Zealand moved to level 1 Covid-19 restrictions, and as alert levels moved down, New Zealanders have slowly returned to personalized grocery shopping – that is, where they have 100% control over what is in their basket. As a result, the 'Essential Boxes' pilot functionality was put into hibernation. However, Foodstuffs NI now knows, that should it be needed again, scaling up such an innovative solution in such a short time will be even quicker should it be needed again – simply re-initiating the solution as built.

What this project has demonstrated is that innovating during exceptional times is entirely possible. With the engagement of a collaborative vendor, working with an empowered and agile team, a job management solution that is flexible enough to be tailored to unanticipated scenarios, and intuitive enough to enable rapid speed of implementation, projects like these can be implemented in record time.

Simon Kennedy, Chief Digital Officer at Foodstuffs North Island comments: "What we've achieved in a short space of time has been extraordinary. vWork's highly customizable nature means that we're able to easily tailor our setup to any new opportunity as it arises and be up and running quickly. And knowing that the software supports our customer-first ethos means that it's a win for everyone involved."

vWORK IN NUMBERS

- Over 350,000 jobs scheduled each month
- 3,500+ active users
- Customers in 10 countries

