

DPD Ireland Case Study

SOTI MobiControl Improves Parcel Delivery Efficiencies



The Business Challenge

DPD Ireland, formerly, Interlink Ireland Ltd, was founded in 1986 with 10 depots. Following substantial growth, it is now the premier parcel delivery company in Ireland, with 38 depots handling in excess of 6 million parcels per year. In 2000 Interlink Ireland became part of GeoPost S.A., the parcels and express division of La Poste, the French Post Office. Recently Interlink Ireland changed its name to DPD, as part of a move by its parent company, La Poste, to unite all its express parcel companies under one single brand – DPD.

With over 300 delivery vans and drivers operating within the network of depots, in both Southern and Northern Ireland, DPD Ireland manages up to 25,000 parcels per day, with this volume doubling during peak periods.

Previously DPD Ireland used mobile technology for some in-depot and out for delivery/collection scans. Data synchronisation between the handheld terminals and the DPD Ireland database occurred through a batch synchronisation process when the handheld terminals were cradled after vehicle loading and again at the end of each day. Customer signatures were captured on the driver run sheets, these sheets were returned to the back office overnight, and then scanned and the resulting images stored and used by the track and trace function on the DPD Ireland web site to display proof of delivery to customers.

However, by being disconnected throughout the day, data was not real-time. When device or software is-

sues occurred on the mobile technology, couriers were required to either revert back to a manual process or come back to the depot. This escalated support costs and decreased courier acceptance of new technology.

Whilst this solution initially supported DPD Ireland's operations, over the past 5 years DPD Ireland has experienced significant growth in annual volumes of parcels and with growth expected to continue, the current solution had met its limitations. DPD Ireland required a real-time track and trace solution, as well as a remote device helpdesk solution, which together would assist the organisation in its ability to manage this growth, whilst maintaining both high levels of customer service and efficiency within the depots.

The Solution

DPD Ireland engaged Blackbay to develop a solution that could address its realtime tracking and remote device support requirements. Blackbay worked closely with DPD Ireland first to understand the business process already in place, and then to develop a mobile solution that would not only meet DPD Ireland's current needs, but a solution that would scale up with the expected growth in annual volumes.

The mobile solution built on Blackbay's Delivery Connect software, running on Intermec CN3 rugged handheld devices, and supported by SOTI's MobiControl Device Management, Helpdesk and Security software, provides functionality and real-time mobile device support for DPD Ireland's depot and driver operations,

Industry Application Area:
Transportation and Logistics

Mobile Devices:
Intermec CN3

Summary:
DPD Ireland
Irish parcel delivery company distributing up to 25,000 parcels per day

Challenges
Data Synchronization, Real-time Access to Data, High Support Costs, Online Tracking, and Low Transparency

MobiControl Solution
Remote Helpdesk, Real-time Track and Trace, Scalability, Visibility of Operations, Reporting and Logging, as well as Centralized Control

Result
Improved Efficiencies, Reduced Operation Costs, Decreased Average Support Call Time, and Continuous Flow of Information.



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-Brendan O'Neil, CEO
DPD Ireland

covering scheduled and ad hoc collections and deliveries, third party collections, in-depot operations, and return-to-depot operations.

This solution now enables instant visibility of operations through the complete job cycle; this includes confirmation scans of material being received at the hub or arriving at the depot, as well as visibility into the state of mobile devices out in the field.

When the couriers arrive in the depot, each driver logs onto their handheld device and then items are scanned as they are loaded onto the delivery vehicles on a "first in last out" basis. These scans indicate to the courier if pre-advised manifest details are available for the material and if not, prompts for the minimum information from that parcel for delivery manifest creation. Once the vehicle load is complete the information is available to the back office in real-time without the need to cradle the device. The couriers also have a full electronic list of their jobs for the day on their electronic device removing the need to wait for paper lists to be created. The items are then tracked out of the depot; this may include the transfer of items to other facilities, 3rd Party providers as well as delivery and collections to or from customers.

Delivery Connect's out-of-depot functionality enables the driver to collect, transfer and deliver items adding a new degree of managed responsibility. The driver can accept items into their possession either from the depot or from a customer, regardless of whether these items are scheduled or ad hoc pick-ups. Dispatch is also able to send ad hoc jobs to drivers and have the driver respond with acceptance of the job followed by pick up and delivery information in real-time.

Importantly the system enables drivers to collect and log information, proof of pick up or delivery and other reporting information electronically throughout the day. This information is then sent electronically to DPD Ireland's back office system without the need for further data entry at the depot. The information is also standardised with the reasons for various forms of service failure being captured by the use of drop down lists to improve quality monitoring and performance metrics.

The use of images captured by the handheld has been incorporated into various business circumstances to improve the detail of information captured and allow paperwork to be made available to the back office before the courier returns from their route. The system also allows for the

use of 2D barcodes on material to record manifest details. This is particularly useful if no electronic details exist in the central system for deliveries.

For added security, the system allows an audit of all the material in the vehicle at any point of the day and highlights material which should be present (as it has not been successfully delivered) and is not or should not be there (no load record or collection record exists).

The Delivery Connect solution also provides added functionality for DPD Ireland's customers to track their parcels over the Internet in real-time. This ensures the exact status and location of each delivery will be available at all times, reducing greatly the need for customer queries.

DPD Ireland uses SOTI MobiControl's advanced Helpdesk tools and Remote Control functionality to maximize the uptime of devices, and hence of the information that flows real-time to drivers and customers. Support staff can remote control into any device to see exactly what the courier sees on his screen and take control if needed. The solution also allows DPD Ireland to oversee all of their remote mobile hardware and software assets from a central console, as well as to wipe lost or stolen devices of all sensitive data. Finally to ensure high courier acceptance DPD Ireland has the ability to log into a device and perform ad hoc training to couriers who require additional support with this new technology.

The Result

Almost immediately, the Delivery Connect solution delivered significant benefits for DPD Ireland. "The Blackbay solution provides visibility of the status of all deliveries across the network, improving transparency across our business and leading to more timely deliveries and improved customer service" Brendan O'Neill, CEO, DPD Ireland.

DPD Ireland has also achieved significant efficiency improvements including reduced support costs, communication costs, input requirements and time taken for scanning. The Delivery Connect solution saves each driver at least an hour a day. The solution also removes prompts allowing drivers to properly sequence job activities in the field. The MobiControl solution decreases the average support call by 80%, the number of support calls by nearly half and the need to take malfunctioning devices off of the road and into the office for repair. DPD Ireland saves time and money by ensuring devices are on the road.

Importantly the response from our drivers has been fantastic, "our drivers have found the Delivery Connect solution intuitive and easy to use, with 99% of our drivers' positive in their evaluation of the solution – this level of success in the world of transport is particularly pleasing," added Brendan.

The Blackbay process has been a good experience for DPD Ireland as Brendan O'Neill, CEO explains, "...Delivery Connect is a scalable, robust and reliable tracking solution that allows us to meet our customers' requirements to easily and quickly track the progress of their parcels. The MobiControl Remote Device Management solution helps to keep the flow of information constant by giving us the real-time tools we need for device management and support. In addition, Blackbay's team was able to add real value to the project as many of them come from the parcel industry and therefore, really understand how our business works. We hope to continue this relationship into other areas of our business."

Solution Benefits:

- Real-time job status reporting
- Flexible and scalable infrastructure
- Greater visibility of information
- Removal of paperwork
- Ad hoc job creation
- Returns management
- Online availability of tracking for customers
- Electronic proof of delivery (POD)
- Maximised device uptime through remote helpdesk tools

About SOTI Inc.

SOTI is the world's most trusted provider of Enterprise Mobility Management (EMM) solutions, with over 14,000 enterprise customers and millions of devices managed worldwide. SOTI makes mobility work by developing industry-leading solutions for EMM, allowing organizations to support corporate-liable and Bring Your Own Device (BYOD) policies. SOTI MobiControl solves the unique challenges involved in managing, securing, supporting, and tracking mobile and desktop computing devices across all platforms.

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