

CASE STUDY



Customer

Frozen Sunshine

Need

Increase efficiency for distribution

Solution

DSD Connect Portal and DSD Delivery Mobile for Delivery Drivers

Outcome

Simple solution for drivers with improved business efficiency



DELICIOUS FROZEN EFFICIENCY

ABOUT FROZEN SUNSHINE

Frozen Sunshine was born out of a love of food and family. Eating a healthy balanced diet is important to the founders but they also want to be able to enjoy a treat with their kids every so often. Like many other Australians they had food intolerances to contend with in the family, so finding a treat that they could all enjoy was not easy. On a Sunday at the beach in summer 2013 they decided to take a chance and start our own business creating the most delicious iceblocks that could be imagined; using quality, all natural ingredients and no nasties.

The business was started from the ground up, but after 6 years Frozen Sunshine iceblocks can be found all over the Sunshine Coast and across Brisbane. Still family owned and run, and still dedicated to amazing quality and great flavours.

OPPORTUNITY FOR IMPROVED SALES AND DELIVERY SERVICE

The founders of Frozen Sunshine were looking to improve their business processes. Running on Xero they saw the limitations so engaged with Ordermentum to provide web ordering for customers, Unleashed to provide inventory software and DSD Assist to provide delivery solutions for their drivers.

Improved efficiencies desired from the delivery component of the solution included

- Route Optimisation of the delivery runs
- Tracking of batch codes for each delivery
- Tracking of temperature for each delivery
- Getting a signature or a photograph from the customer for each delivery
- Emailing a Delivery Docket to each customer and saving this in the company archives

“We wanted to move to a new distribution centre, and make a number of business changes to foster growth, but we really needed to get our systems working for us first” says Natalie Dalton, co-founder. “We sought advice and found a team who were specialists in their own area, but who had all worked together before”.

Natalie went on a barcode course and found out she could create a single EAN128 barcode label for the cartons that contained the product, batch and date code information. “I just handballed that to DSD and made it work for us” says Natalie.

“DSD Assist were a great choice for us. They had many years of experience with businesses like ours, had solutions using the latest hardware, and understood the integration process. They also had other functions we could use to help us manage freezers that we will look to use in the future” continues Natalie.

MODERN TECHNOLOGY ENHANCES BUSINESS PROCESSES

Customers now place orders using Ordermentum and these orders are written directly into Unleashed. The orders in Unleashed are extracted out of Unleashed and into the DSD Connect Portal where the delivery runs can be planned.

The planning dashboard in DSD Connect shows the orders to be delivered, and allows the delivery sequence to be easily changed, and the movement of orders between delivery trucks. This can all be viewed on a map if needed, and route optimisation can be used to automatically sequence each delivery run to make it the most efficient possible.



On the drivers phone the DSD Delivery application is installed. This totals up all the stock they need to load for the day to satisfy the orders to be delivered. Once loaded the customers are displayed in the same sequence they were set in the DSD Connect Planning Portal. The driver even has navigation to help them find the customer if they are unfamiliar with the store. At each store they scan the EAN128 barcode on the carton. This confirms they are delivering the correct item, and gets the batch code for the iceblocks. If the driver scans the wrong item, too few or too many items they are told about it on their phone.

The customer signs on the screen of the phone, or the driver takes a photo of the goods at the customer site and a Delivery Docket is created and automatically emailed to the customer.

“The first day the driver was going to use the phone we were planning on sending someone out with them who was more familiar with technology. To our amazement the driver took a look and said ‘I’ve got this’. Indeed he did, no problems from the driver on the first day” says Natalie.

“DSD also had an application which I loaded onto my phone so I could see the delivery dockets and track the driver during the day” continues Natalie.

EFFICIENCY CONTINUES TO EVOLVE

The benefits of a fully integrated solution continue to make themselves evident. “We need to do more work on our customer addresses to make better use of the route optimisation from DSD Assist, but getting the batch information and the product details from a single barcode scan has been huge” says Natalie.

The transition from old systems and manual processes to fully integrated modern systems has helped the company to utilise resources better, reduce errors, increase the visibility of transactions, and delight their customers.

“While there is more to do, the journey has been started and we can now have our runs working from the new distribution centre” says Natalie.



ABOUT DSD ASSIST

DSD Assist, and the parent company NCS, has focused on the needs of the Fast Moving Consumer Goods markets for over 40 years. Over that time, it has stayed abreast of revolutionary changes in the industry, today offering the eighth generation of their software. The DSD Assist brand of solutions provide a modern cloud based solution for businesses, integrated with many business systems.

NCS has its Corporate Headquarters in Hauppauge, New York and offices in Dallas, San Francisco, San Juan, Auckland, Jakarta and Sydney.

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