

## TRIP-PLANNING: A TASTE OF SUCCESS

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Apostolos Couvaras, Corporate Transport Officer, Lekkerland AG & Co KG



### THE CHALLENGE

The Lekkerland group requires its logistics services to work perfectly and deliver 100 percent customer satisfaction. With a comprehensive network of 36 logistics centres, Lekkerland is able to ensure reliable and flexible deliveries to its customers. It has 1,028 trucks and vans operating in ten European countries.

"Lekkerland serves all types of customer. It really does cover the entire spectrum, from very small shipments to large-scale orders, divided into temperature-controlled and non-temperature-controlled product ranges," explains Apostolos Couvaras,

Corporate Transport Officer at Lekkerland. Rüdiger Pfeiffer, Director of Corporate Logistics, adds: "We supply around 131,450 points of sales using our own fleet of vehicles. Every day we travel around 260,000 kilometres, which is the equivalent of circling the world seven times per day!"

A huge number of trips and a complex planning process – day after day. This is why Lekkerland decided to look for trip-planning software that was able to rise to this challenge.

### THE SOLUTION

PTV's software supports Lekkerland's schedulers by summarising the individual orders every working day after orders have come in – or even as they come in – and then generating trip proposals, taking into account Lekkerland's existing parameters. "80 per cent of the work is done by the software.

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much better decisions," reports Apostolos Couvaras.

Rüdiger Pfeiffer considers the scenario-planning function to be particularly valuable: "It allows us to simulate daily planning, which is always done under time pressure. It can be performed again later to include some optimisation aspects."



Lekkerland AG & Co. KG supplies petrol stations, kiosks, specialised tobacco shops, drinks markets, department stores, grocery shops, bakeries, canteens and convenience stores with a full range of confectionery, snacks, convenience food, frozen food, baked goods, fresh products, drinks, tobacco products, telecommunications and prepaid products and non-food items.

## THE RESULT

For Apostolos Couvaras the optimisation of the stop sequence, i.e. the delivery schedule in the order in which the customers are physically reached and the goods delivered, represents a considerable improvement. Customers and any "outliers" can be seen directly on the digital map.

PTV's software has met Lekkerland's expectations: "When we introduced the software we expected to be able to reduce the number of kilometres covered by around 8 per cent across the entire fleet.

This aim has definitely been fulfilled completely," states Rüdiger Pfeiffer contentedly, adding that: "Our ultimate aim, of course, is still to ensure reliable deliveries to our customers. This is in line with our motto, "Wherever, Whatever, Whenever" – and PTV supports us in this."