



HELPING CUSTOMERS DELIVER™

JOHN LEWIS PARTNERSHIP

RELIABLE DELIVERY FOR THE HOME

Time-conscious customers demand flexible and reliable deliveries, and these demands can be costly if driver routes and schedules are not optimized. John Lewis Partnership is meeting the challenge with Route Planner™ routing & scheduling.

The integrated reservations and route planning solution has helped this online retailer increase deliveries by 35% without increasing resources, and improve reliability for on-time deliveries even in the most congested of service areas of the United Kingdom.

“We were able to expand our home delivery services and improve customer service without increasing resources. With Descartes Routing & Scheduling, we can now guarantee delivery as a competitive advantage and do it profitably.”

Adrian Shields, distribution manager, John Lewis Department Stores



John Lewis is the United Kingdom's leading department store group operating a network of shops stretching from Aberdeen in the northeast of Scotland to Bristol in the southwest of England. With over 26 department stores offering a choice of half a million different lines,

John Lewis strives for delighting customers with home delivery.

CHALLENGE

Customer Service Delivery Guarantees

Time-conscious customers demand flexible and reliable deliveries. John Lewis Partnership (John Lewis) used this challenge to drive differentiation by offering variable length delivery windows for customers. Prior to the implementation, customers had two choices - AM or PM. This was just not good enough to meet the rising expectations of home delivery.

After the implementation of the Descartes Routing & Scheduling, customers were able to book deliveries of variable length. Additionally, vehicle utilisation and route efficiency benefited through the integration of the reservation technology with advanced route planning.

SOLUTION

Real-Time Delivery Scheduling and Route Planning

In May 2002, John Lewis launched a new home delivery service for three of its department stores using the Descartes solution. Through the use of this technology, delivery schedules are accessed and updated in real time. This enables a common view of all bookings for customers at the time of purchase or for sales personnel in the store locations.

The reservation system was integrated with route planning. This enables the distribution centre to commit to on-time deliveries while optimizing the routes for up to 80 vehicles across 7,000 deliveries a week. Precise scheduling and order visibility reduced overtime hours and improved planning. As a result, delivery costs were reduced.

The Descartes solution manages to accurately route daily deliveries whilst segregating five different service types: one or two man deliveries, installation deliveries, dedicated deliveries and country traffic.

RESULTS

Reduced Delivery Costs, Improved Customer Service

Through the implementation of Descartes Routing & Scheduling, John Lewis:

Improved Customer Service for Home Delivery: With real-time access and updates, guaranteed delivery is a differentiator for John Lewis' home delivery operation.

Reduced Costs: Making over 7,000 deliveries per week in both city and country service areas, John Lewis was able to increase delivery capacity by 35% without increasing resources. These savings directly increased revenues for the company.

Streamlined Operational Efficiencies:

The use of an integrated enterprise system allows a common view of route delivery and operations for route planning and establishing customer deliveries. This streamlined approach reduced overtime and improved reliability.