

The Solution

Pikolin selected the BlackBerry® solution as most suited to its requirements. It was deployed to 120 delivery personnel to enable them to communicate in real-time and reduce the volume of paperwork.

"We chose the BlackBerry solution because it is very easy to implement, it is cost efficient IT investment and it has an important function: to be able to monitor the delivery process in real time," says Angel Gil Gallego, Logistics Manager for Pikolin.

Pikolin chose to work with NTS, a member of the BlackBerry® Alliance Program, to develop an application that would allow distributors to stay connected, via BlackBerry® smartphones on BlackBerry® Enterprise Server, to the main office through a series of synchronisation services developed with JSP. A simple graphic interface was designed, where clients' names, addresses and phone numbers are displayed, as well as the estimated time for delivery and the distance in kilometres between one recipient and the next. Delivery personnel were able to download their daily routing slips and send delivery confirmations – all via their BlackBerry smartphones.

The application was designed for distributors to file reports through their BlackBerry smartphones with the lowest number of clicks, instead of having to manually fill out reports. The information synchronises with the logistic system's central database, showing the exact position of every delivery in real-time.

The Benefits

Pikolin has experienced real benefits from the minimal costs of implementation, the ability to control deliveries more closely, improved time management and most importantly, better customer service.

"The main benefit we have gained is an improved communications system for the logistics network in real-time that allows us to reach a higher quality level in the service provided to clients. We now have a quicker system and incidents are resolved quickly. Our clients have noticed it and it has increased their trust in us," states Ángel Gil.

With the implementation of the BlackBerry solution Pikolin now has a paperless distribution system that has reduced delivery delays and data errors, therefore improving customer service. It is now possible to know what type of incidents arise during the delivery process and the headquarters are immediately informed when the delivery is made.

"By having a computerised system the costs in phone calls have been considerably reduced. On one hand calls are reduced and on the other hand, the delivery process is improved, it has optimised service and productivity," says Ángel Gil.

The deployment of the BlackBerry solution has brought additional unexpected benefits to Pikolin. Once the delivery vehicle returns to the warehouse, warehouse staff are already aware of which products are going to arrive back and in what condition. The merchandise that arrives can now be immediately reinstated into available stock without the multiple steps that were previously necessary. Another unplanned benefit achieved by the deployment of the BlackBerry solution is the capacity for distributors to download their road maps; by doing this they are able to plan in advance what their route will be, optimising time and improving customer service.

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Angel Gil Gallego
Logistics Manager
Pikolin

NTS is specialised in the development and integration of software solutions aimed at increasing the productivity of its customer's business processes.

It focuses on counselling, consulting and systems implementation, and has developed, since it was founded in 2002, products and services for the most important enterprises in Spain, which means that its technology is currently being used by more than 50,000 users every day.