

- Company: "Raduga-Bottlers" LLC.
- Business: Production and distribution of non-alcoholic beverages
- Country: Russia
- Aim of the project:
- Sales agents' routes optimization
  - Delivery routes planning process automation

CASE STUDY



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CASE STUDY



## Raduga-Bottlers

Producer of a wide variety of non-alcoholic beverages labelled as «Raduga», «Marochnyi», «Fruktovaya Planeta», «FreeFruit», «Chisty Glotok», «Podzemny Dar»



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### Aim of the Project



Optimization and automation of delivery and sales agent's routes planning.

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## BACKGROUND

- › High transportation costs while using hired fleet;
- › Complexity in resource management with seasonality accounted;
- › Absence of the system for route planning and control

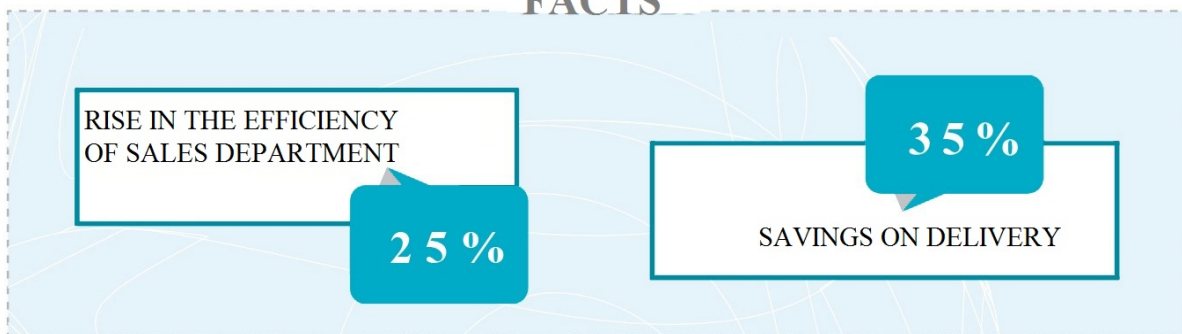
## IMPLEMENTATION

- › During the project, it was revealed that sales agents had **25%** of cushion time during the season. The company came to a decision to use the revealed reserve for client base expanding and increase the work intensity of sales department (frequency of visits). In spare time windows additional visits were planned.
- › During the season, frequency of visits to most part of outlets is not less than 2 - 3 times a week. If it is not a season, the frequency of visits is much less. Due to the automated process of sales agents' routes

formation by ABM Rinkai TMS means, optimization of sales department work was executed with seasonality taken into account.

- › ABM Rinkai TMS system implementation allowed to reduce order delivery costs by **35 %** as the number of vehicles needed was reduced from **60** to **38** and is maintained at this level. With the expansion of the company's activity, the system can easily be scaled on any volumes of delivery.

### FACTS



## RESULTS

- ✓ Optimization and automation of sales agents' delivery routes;
- ✓ A human factor influence decrease;
- ✓ Increase in sales department efficiency.