



SIMPLIFYING OWN FLEET DELIVERIES FOR ROWLINSON GARDEN PRODUCTS

myCCL & OWN VEHICLE SOLUTION



ABOUT ROWLINSON GARDEN PRODUCTS

Based in Nantwich, Rowlinson Garden Products is a family business that has been trading in timber since 1926. Now the company manufactures, imports and distributes garden and landscaping products.

“It is important to my team and I that we have proof-of-delivery and tracking status of orders from all our suppliers. The myCCL system gives us this in a single place and ensures we can answer customers’ queries right away, while they are still on the phone.”

Louise Statham, Head of Customer Service, Rowlinson Garden Product

THE CHALLENGE

Rowlinson Garden Products sells bulky items, so needs to ensure its customers will be home on the day of delivery. Prior to working with CCL, Rowlinson relied on multiple spreadsheets to manage the process of manually contacting customers to set delivery dates and to subsequently update them with their order delivery status. This meant spending hours each day on admin.

The company wanted to make this process more efficient, while also adopting real-time vehicle tracking and standardising its PODs (Proof of Delivery). It also sought a way to improve its daily vehicle checks—a legal requirement—which were then being recorded on paper, creating problems for any potential audit.

CCL SOLUTION

- CCL's Own Vehicle Solution provides route planning optimisation, vehicle compliance checks, vehicle tracking and delivery ETAs, as well as recording electronic PODs
- CCL's Customer Experience Solution provides milestone delivery status notifications (email/SMS), linked to branded tracking pages
- myCCL multi-carrier management platform enables shipment booking and generates labels for the carriers
- One platform to track all deliveries by Rowlinson's own fleet and external carriers

THE SOLUTION

CCL's Own Vehicle Solution was implemented to improve management of Rowlinson's own delivery fleet, including: route planning to ensure vehicle routes are optimised to meet customer delivery windows while taking account of vehicle and driver capacity; recording and storage of vehicle compliance checks for improved traceability; electronic PODs; and detailed delivery analysis and reporting features.

The solution also includes vehicle tracking, which provides updated delivery ETAs as the vehicles are en-route.

Additionally, CCL's Customer Experience Solution was introduced to improve the customer delivery experience by providing Rowlinson's customers with branded milestone delivery status notifications (via email/SMS), linked to branded tracking pages.

“I'm delighted to recommend CCL as a supply chain technology partner. CCL has resolved many logistics issues for us over the years.

Most importantly, the team are always thinking on our behalf, recommending better ways of working with solutions that improve our efficiency and customer satisfaction.”

Charles Firth, Managing Director

THE RESULTS

CCL's Own Vehicle Solution has provided Rowlinson with a centralised logistics management solution that includes route optimisation functionality and real-time POD records. This move away from a completely manual process means the team spends much less time coordinating deliveries, and planning and tracking the fleet.

The digitised vehicle checks not only meet legal requirements, they also enable photographic recording of defects, which can then be automatically escalated to management for review.

CCL's Customer Experience Solution has significantly reduced the number of WISMO calls received by the Customer Service Team and allowed them to focus on other tasks.

Customers know when their order is due, and are now able to check the delivery status, helping to ensure deliveries are made on the first attempt. In fact, 99.2% of deliveries are made on time, first time.

The integration of myCCL with Rowlinson's OMS (Order Management System) enables the Customer Service Team to see the details of every order, including a complete record of status changes, so when customers do get in touch, they are able to respond quickly, increasing customer satisfaction.

SUMMARY

- 99.2% on time, first time delivery success
- Hours per week saved handling WISMO calls
- Increased productivity with Own Vehicle Solution route planning, ETAs and PODs
- Improved audit trails and reporting with digital vehicle checks

