



ROUTE OPTIMISER

Plan. Fulfill. Manage in the cloud.

"We have been using the Route Optimiser Online for 5 years year now and in that time we have delivered many benefits to the Group which have resulted in some substantial improvements and savings"

Brett Westbrook, Group Transport Manager

Crosswater Holdings initially decided to proceed in 2011 with LogixCentral and in 2015 upgraded to the new Route Optimiser web based Route and Schedule Planning system. This has been part of a much larger review of IT systems.

5 years on they have a fully integrated transport system feeding Route Optimiser directly from Sage accounting and order processing, and returning the plan to Sage to enable order picking.

Route Optimiser is used to build the optimum plan which is also uploaded to the TomTom WebFLEET system and to the Drivers' in-cab devices which enable them to navigate through their deliveries and collections in the efficient way offering real time visibility for traffic office and sales office, plus enabling the delivery of optimum customer service.

- Having full visibility of the Groups' orders has enabled us to combine all 3 of our companies' deliveries onto a far more efficient single Crosswater fleet.

- Assisting to reduce our 3rd party logistics monthly costs to around £3,000.00, which is about 10% of what it was before we implemented Route Optimiser.

- Improved overall vehicle utilisation and increased the number of deliveries per route by about 20%.

- Delivered significant improvements in controlling excess mileage with Route Optimisers' optimisation.

- 2011 totals were 930k miles driven and 170k ltrs of diesel resulting in a £277k fuel bill, which was a 13% reduction over the previous year equating to an additional £36k saving.

Brett Westbrook, the transport manager for Crosswater limited:

"We looked at several options for planning partners and we decided on Route Optimiser as the best fix as they were able to integrate their system with our sage software, since then we have added TomTom WebFLEET into the mix as well, so it gives us the complete package.

Prior to installing Route Optimiser the most routes which we could route in a night were between two and three hundred call points with the system now in place we can manage and route up to 2,000.

This can be done with in an hour's time span so it's a lot less labor-intensive, the routes are more accurate than just sticking a magnet on the board."

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Leaders in bathroom design, Crosswater Holdings has been welcomed by the specialist bathroom retailer market since it was established in 1998.

Excelling with a vast, exciting and innovative product range has led Crosswater Holdings to become one of the most pioneering companies in the UK with three distinctive and prevailing brands: Crosswater, Simpsons and Bauhaus.

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