

# Whitbread Extends Solutions with In-Cab Technology

**In June 2006, Whitbread went live with a delivery management system, developed by Chess in conjunction with mobile software partner Blackbay Limited.**

The system, known as DIMS (Delivery Information Management System) is an extension of the Chess Socrates system and tracks sales orders from the point of despatch to the delivery point. Whitbread deliver to Premier Travel Inn, Brewers Fayre, Beefeater, Costa Coffee, TGI Fridays and David Lloyd Leisure outlets.

Drivers use handheld computers which contain pre-loaded delivery information on allocated routes. Along the route they are able to enter information which is then communicated in real-time to the Chess host system using GPRS technology. The new technology based solution replaces the current paper system.

The information recorded includes vehicle checks, fuel usage, odometer readings, critical timestamps (such as arrival and departure times) and product and media details.

As this delivery information is now more accurate, and is available in real-time it allows the Whitbread Call Centre to optimise route schedules, react faster to queries and minimise driver debrief time.

“The mobile solution has been a real hit with the drivers who are already seeing time savings of up to 30 minutes each per day,” says Jonathan Abbott, Project Manager for Whitbread. “The mobile application integrates seamlessly with existing Empirica and Socrates solutions enabling the office to monitor progress in real time and proactively manage customer delivery service using applications they’re already familiar with.”

Currently, drivers on 70 delivery routes a day are using the system, operating from Whitbread’s NDC in Reading and satellite depot in Trafford Park, Manchester. The next phase of rollout will incorporate Whitbread’s four out-bases throughout the UK. Once the technology is fully deployed, it will be used by 165 trained drivers servicing 100 routes and over 800 deliveries per day.

November 2006