CIVICA

Cormar achieves 99.7% OTD

TranSend delivers service excellence

Complete control of the delivery operation leads to responsive, high level of personalised customer service.

A British family-run business, Cormar manufactures and supplies carpets to 3,000 outlets across the UK. From two mills in Lancashire and regional distribution centres in Bury and Hemel Hempstead.

Cormar's approach is customer-centric and uses this as their USP. They chose TranSend to be more proactive and responsive in their delivery operation. Helping them to provide a personalised customer experience from point of order to goods delivered.

Their previous bespoke system had limited functionality and Cormar used multiple systems to manage each delivery. It was inefficient and difficult to deliver a consistent service when using external driver resources.

A personalised customer service

Using TranSend, Cormar has full control of their delivery operation. They can specify processes for each order to deliver a personalised service, regardless of the driver or vehicle used.

Access to real-time data allows them to be more proactive and responsive. Keeping customers up-to-date with accurate ETAs and resolving any problems as they arise.
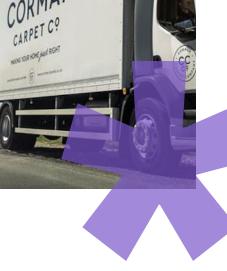
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"TranSend has provided an intelligent workflow to match our existing business processes.

Since using TranSend, we've increased control of our operation and reduced paperwork, it's helping us achieve 99.7% On Time Delivery."

Gary Mitchell, Distribution Manager

Key outcomes:

- Achieve 99.7% On Time Delivery and year on year growth

- Proactive customer communication to improve satisfaction

- Faster response to operational issues to resolve exceptions quicker

- Deliver consistent services whatever drivers or vehicles used

- Automate manual processes to increase productivity

- Improve stock accuracy and streamline invoicing process

- Better control and visibility of the full delivery and collection cycle.

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Cormar continued

Simplify delivery with a single app

TranSend's ePOD app centralised delivery management process at Cormar, making it cheaper and easier to use and train new staff.

The app provides drivers with manifests to scan and load at the depot, while updating warehouse instantly. This ensures correct goods are loaded for delivery and enables accurate stock tracking.

Cormar has also improved safety and compliance via the app. Drivers must complete an easy-to-follow vehicle checks before they receive delivery instructions on their device.

With access to real-time stock, customer and tracking data at its fingertips, Cormar can monitor progress to deliver consistent services even with agency drivers.

Faster, more responsive services

Using TranSend, Cormar can respond to exceptions quickly to improve customer services.

Drivers can alert the team of any issues via the app. They add notes and photographic evidence to obtain an authorisation code, before they receive instructions for the next delivery,

By having full visibility and control of its operation, Cormar can be more proactive to deliver better customer services.

> "As a growing business, managing a larger distribution operation has been made easier by using TranSend.
>
> The biggest benefit is having much greater control and visibility of our deliveries. We can manage exceptions as they arise and thereby deliver the highest level of customer service."

Gary Mitchell, Distribution Manager

Achieve growth with accurate data

With always up-to-date delivery information, TranSend has helped Cormar streamline its invoicing process and achieved year on year growth.

Its transport team can manage deliveries and collections more easily and efficiently. It has also improved return accuracy with trackable process using TranSend.

> "With TranSend, we always have the latest, trackable delivery information. This has helped us streamline our invoicing process and improve our return accuracy."

Gary Mitchell, Distribution Manager

Start the conversation now }