



COMPANY PROFILE

CUSTOMER:

Eskimo Ice

INDUSTRY:

Ice

LOCATION:

London

EMPLOYEES:

40

WEB SITE:

www.eskimo-ice.co.uk

SYSTEM:

Route Manager Advanced

WENT LIVE:

4/4/2008

The Handheld Experts!
#1 in Route Delivery Software.

RMA And Just In Time Deliveries

Eskimo Ice has been a dominant force in London for 20+ years. With 14 refrigerated trucks, Eskimo Ice is the largest producer in their area, producing up to 300 tons of pure UV-filtered ice cubes per week. They use the latest technology to produce the highest quality packaged ice cubes, crystal clear ice blocks, crushed ice, flake ice, and dry ice. Their modern fleet of refrigerated vehicles provides fast, friendly, and efficient delivery service.

CHALLENGES

Customer satisfaction is the primary objective of Eskimo Ice. Their customers include London night clubs, hotels, small stores, restaurants, airlines, and pubs. When these customers call for ice they have an immediate need. Facing many challenges, Eskimo Ice began looking for a software system that would help them maintain their high standards of fast, friendly, and efficient delivery service. Their objective was to increase the effectiveness of their office staff and delivery people while reducing costs. They were looking for a user-friendly software package that would provide them the means to immediately address their customer's needs.

DISCOVERED RMA

Eskimo Ice was introduced to Advantage Route Systems through a re-seller, Mobile Enterprise Solutions. Eskimo Ice was intrigued by the many features and ease-of-use of the Advantage Route Systems 'Route Manager Advanced' software, including RMLive which is capable of real-time transactions and communications between the office and drivers. With this powerful feature, they were able to meet the requirement of providing an immediate-response delivery system.

THE ULTIMATE DELIVERY

Eskimo Ice now has the ultimate in JIT (Just-in-time) delivery for all of their customers. Here is how it works:



- The customer calls in and says they need ice now!
- The order is taken
- The order is sent to a driver's handheld via GPRS
- The driver acknowledges receipt of the order and adds it to his delivery list
- The driver makes a prompt delivery, usually in a matter of minutes
- The customer signs for the delivered product (or pays cash, if required)
- The completed order is electronically transmitted to the dispatch center
- Dispatch can track which orders are complete, and even see on a map where the driver was last positioned.

Not only does this provide outstanding service to customers, but it has resulted in a huge cost-savings for Eskimo Ice. Previously, collecting delivery tickets and data from the drivers required at least one day and an office staff of two people. Now, the entire process is completed in minutes via automatic transmissions from the driver's handheld computer to the home office system. The best part is both process control and accountability have been greatly enhanced. As an added bonus, there is more visibility of the work of the delivery people!