

How Locus helped Rollick save 8% of their logistics costs



CONTEXT

Rollick is one of the largest frozen desserts manufacturers in eastern India. It has automated production units in Kolkata, Guwahati & Ranchi and a network of over 250 distributors. Rollick used Locus' Consulting Studio to optimize various legs of their supply chain.

8%

of logistics
cost saved

2-3

hours of planning
time saved daily

100%

increase in visibility
of resources

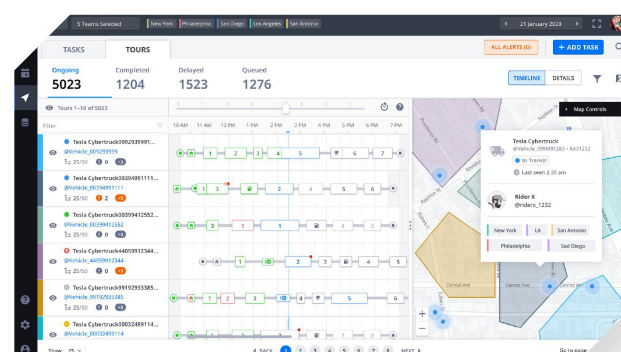
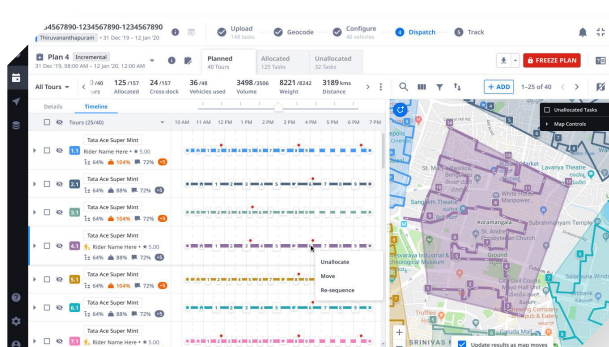


CHALLENGES FACED BY THE CLIENT

The success of any cold chain system relies on the efficient transport of products that are sensitive to the environment and temperature from the place of origin to their destination. With an increase in demand, the high transportation costs add to their woes.

In such cases, it becomes imperative to use the delivery vehicle to its maximum capacity. Rollick had traditional processes for distribution planning that relied on human intelligence and intuition. This resulted in inconsistent delivery schedules and suboptimal fulfilment of orders leading to higher costs and inefficiencies. Another issue was the lack of information about the sales in different regions, the potential areas for growth and the setup location of cold stores and manufacturing plants. There was also a lack of visibility in terms of the performance of different units- SKUs, distributor, transporters and salesman.

LOCUS SOLUTION



Locus offered Locus DispatchIQ - an intelligent route planning engine, which helped in improving delivery efficiency & reduce costs to help them in shifting from a traditional ad-hoc distribution planning to a scheduled one. Locus also used their NodellIQ solution to inform Rollick about the ideal location of the next cold store and manufacturing unit.



Planned Distribution Schedule

Locus helped Rollick in minimizing human dependency for the planning process of distribution. A scheduled plan helped them in putting a defined cut-off for their planning process, increased in-full deliveries, reduced the number of vehicles required and cut-off costs significantly. Going forward, Locus plans to provide Rollick with batch schedules based on historical data of demand values. This will automate the whole planning process and further lessen human dependencies.



Sales Heat Map

Locus mapped every single settlement with a population in excess of 5000 people to the nearest distributor. Locus benchmarked all districts in West-Bengal to identify the best-performing districts and laggards. Using this sales ranking was formulated for every district. The districts are then sorted into bins: Immediate Focus, Secondary Focus, Neutral Potential, Low Focus, and Best performer districts. Locus thus not only apprised Rollick of the performances of the various regions but also suggested them the regions to focus more on.



Grading SKUs

Locus provided Rollick with an interactive visualisation tool which helped them see the performances of their SKUs. The tool allows the management to tinker with various parameters in order to judge the operations of different SKUs and see what's working for them and what is not. This led to Rollick focussing more on their high performing SKUs and trimming down on the number of SKUs that were not up to the mark.



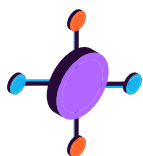
Performance-based Scorecards

Based on historical sales data, Locus is in the process of providing an individual scorecard for every distributor, transporter and salesman in order to measure their performance and for further actions.



Interactive Dashboard

Locus is progressing on to presenting an interactive dashboard to the top management to give them better visibility to their on ground resources and their performance.



NodeIQ

Locus advises Rollick about the ideal location of their next cold store/manufacturing plants based on various business and real-life constraints. Locus also plans to assist Rollick in its physical presence as it expands to the other parts of the country.

Impact



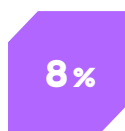
Identification of ideal location for next warehouse.



Focus on specific SKUs based on performance.



Increase in the visibility of on-ground resources.



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