



BRINGG

PLANZER

Planzer's Customer-Centric Digital Transformation

Impact

50%

shorter
delivery windows

4.5+ / 5

customer
satisfaction

80%

deliveries
self-scheduled

Background

Founded in 1936, Planzer is one of the leading logistics providers in the Swiss market. Planzer provides a diverse set of B2B and B2C services, including parcel and white glove delivery, reverse logistics, recycling and returns processing, as well as installation and on-site warranty support services.

Challenge

The rapid growth of eCommerce brought rising customer expectations for speed, quality and convenience. Planzer recognized that this 21st century opportunity required a digital transformation to support a new generation of agile, customer-centric and data-driven logistics. This transformation required a new class of technology platform, one that would accelerate their growth by improving their shipper, customer, dispatcher and driver relationships.

Solution: Digital Delivery Orchestration

From the start, Planzer recognized that they would need to connect, digitize and automate their entire supply chain in order to meet their efficiency and customer experience objectives. The Bringg Delivery Orchestration Platform and its Orchestration Engine, a suite of data-driven, intelligent modules, provided Planzer with the automation, agility and efficiency they sought to provide shippers; including better delivery and service time windows and superior, digital customer experiences.



Learn how Bringg can help you deliver exceptional customer experiences

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Improving Agility In The Field

While Planzer already had technology in place, many of the processes relied on traditional training and manual process compliance. This slowed new employee onboarding, process improvement and their ability to manage delivery through contracted resources or fleets. Bringg's front-end applications, including their smart driver app and dispatcher dashboards, allowed Planzer management to provide delivery and service staff with simplified, automated delivery and service flows.

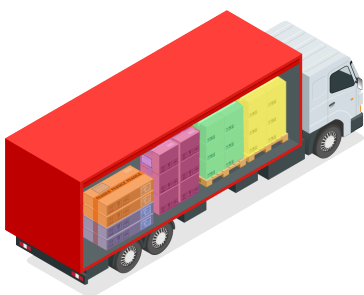
Planzer used the Bringg mobile driver app to dynamically walk drivers and technicians through delivery flows to meet each shipper's unique requirements, including digitally collecting required documentation such as proof of delivery, proof of service or proof of damage. These automated processes spare drivers the need to remember complex delivery and service flows. Through Bringg, all of this information is automatically uploaded synchronized with Planzer's internal systems.

Similarly, Bringg's platform helped Planzer better collaborate, streamlining delivery, pickup and service flows across teams. This real-time synchronization improved Planzer's operational capacity, agility and delivery consistency.

Automated Route Optimization with 3D Load Planning

Planzer transitioned from a routing solution that required substantial manual engagement, to a fully automated solution. Working hand-in-hand with Planzer, Bringg's routing engine was tuned to meet their unique requirements, taking into consideration both hard and soft constraints including: driver certifications, vehicle capacity and capabilities, delivery area codes, rush hour traffic and more. This generated faster, more efficient and more reliable routes.

Planzer also utilized Bringg's 3D Load Planning to virtually map inventory placement inside each truck, taking into consideration each inventory's unique requirements - such as whether it could be rotated, on what axis it could be rotated, and if other inventory could be placed above or below this item in the vehicle. This data was then fed back into the route planning technology to ensure that the optimal vehicles were engaged for each delivery run, across both internal and contract resources.



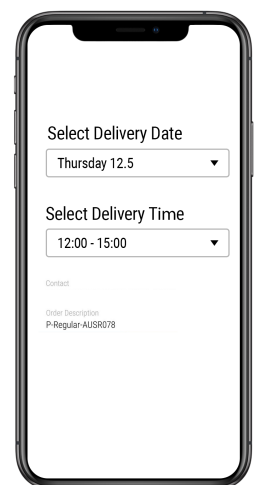
The resulting routes were faster, more efficient and less prone to exceptions, helping Planzer provide high quality, reliable shipper and customer experiences. Furthermore, dynamic, automated routing substantially improved their carbon footprint by reducing their total distance driven through smarter initial routing, as well as by reducing the need for secondary delivery attempts

Convenient, Digital Delivery Scheduling

While speed is traditionally a major consideration for shippers and consignees, convenient delivery scheduling is often equally, if not more important to the consignee experience, especially for attended deliveries. Bringg's Orchestration Engine optimized and automated routes based on Planzer's business logic, allowing Planzer to offer customers 50% shorter delivery time windows, as well as an easy and intuitive digital scheduling option. This allowed Planzer's shippers to offer innovative Amazon-like delivery scheduling experiences.

When the inventory was ready for delivery, customers (consignees) were sent an automated message inviting them to schedule their deliveries through an intuitive, digital calendar. This scheduling tool allowed customers to schedule their deliveries at a date and time of their choosing, based on Planzer's resource availability and business logic.

The customer response was incredible. Within weeks of launch, over 80% of customers were digitally scheduling their own delivery appointments. Customer satisfaction ratings exceeded 4.5 out of 5. These digital innovations helped Planzer affirm their leading market position.



Real-Time Visibility & BI Dashboards

Bringg connected and digitized Planzer's delivery teams and operations, providing better data and control across their operations. Bringg's ability to integrate into Planzer's delivery partners, inventory tracking and driver app enabled 360° real-time visibility into logistics progress across their supply chain. This insight could be shared with shippers and consignees through real-time alerts and a white label delivery tracker, improving the customer experience and reducing support calls.



Robust BI dashboards provided Planzer executives with actionable insights into their logistics and business KPIs, in real-time. Similarly, real-time reporting dashboards for managers and dispatchers helped them understand and optimize resources in the field. For example, better visibility into actual time-on-site for each type of service delivery helped them identify inefficiencies, improving their delivery windows and resource utilization. These insights, together

with Bringg’s automation helped Planzer upgrade the four hour delivery windows offered at checkout, to a two-hour offering scheduled closer to the actual delivery date, while also improving their on-time delivery rates.

Expanded White Glove Delivery and Field Service

These insights helped Planzer expand white glove and service delivery by automating driver workflows, such as collecting proof of delivery and installation with an intelligent driver app. These flows were customized for each task or shipper

Planzer further improved both operational efficiency and customer experience by automating appointment booking, providing real-time service tracking and integrating customer feedback. These improvements led to a 100% increase in their customer feedback rate and 4.5+ out of 5 satisfaction rating.

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“Bringg had a profound impact on our customer and shipper relationships. Simply put, they helped us raise the bar.”

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Bjorn Lindner

Head of Digital
Planzer Transport