

Coop Schweiz: Internet shopping

Online shopping at the virtual supermarket

The PC turns into a Coop shop: In a pilot project covering the city of Zürich (Switzerland) and its surrounding area, Coop customers can easily order their goods via the Web shop including preferred delivery times. First-class service requires a technology that is both powerful and cost-effective.

User: **Coop Switzerland** for a Web shop in Zürich and its surrounding area. The delivery district will be extended to further cantons after the pilot period.

Task: Processing delivery enquiries on the Web, optimum trip planning with fleet management

Solution: PTV eDeliveryServer for replying to online delivery requests, trip optimisation with PTV Intertour and fleet control with the Fleet Protocol Server

Anything else?

Web shop customers have to be informed about the date of delivery during the ordering process. A challenging task for trip planning: The time difference between order placement and delivery planning is reduced to zero.

Excellent service is expensive and makes planning very complex. For example, when customers are able to individually select the time of delivery, the requests would probably accumulate in the evening hours. The consequence: There are only a few customers per trip and a great number of vehicles are required to drive plenty of kilometres. It would be less expensive when the company defines the delivery dates. However, this would not be very customer-oriented. When the company offers different delivery dates, the customer is able to select the preferred date and the company saves time and money. A compromise that is advantageous for both sides.

Trip planning and navigation

The concept and technology for trip planning and delivery date preferences are provided by PTV. Upon receipt of a customer request, the address will firstly be geo-referenced. In a second step the module 'time element reservation' calculates the best trips relating to time and locations. This calculation is based on a

trip schedule which has been previously planned offline. The customer is informed about possible delivery times and selects a delivery date. After having collected all orders for one delivery interval, PTV Intertour optimises the trips.



Philippe Huwyler, head of the department Process Services RO/RE at Coop: "We have successfully reached all our targets and our customers are really pleased about Coop's punctual deliveries and the variety of goods."

A major part of this project covers the integration of delivery management in order to achieve efficient trip planning. The fast and reliable delivery of goods, even when customer addresses are daily modified, requires a solution combining navigation and fleet management. PTV's Fleet Protocol Server (FPS) is used for this task. The FPS transfers the order and location data to the vehicle devices. It receives and processes status messages from the end devices. The driver receives his stop-off points including destination coordinates and is guided by using the navigation system.

Huwyler explains why the corporation is so successful: "Coop employs navigation systems by Blaupunkt and PTV components that perfectly complement one another. In this way the demanding tasks can be successfully performed. Customer satisfaction in e-business is guaranteed due to punctual deliveries combined with a first-class service, exceptional in Switzerland, and low costs. Coop is convinced that their decision to use PTV technology was the key to success in Internet shopping."