

Cold Drinks Supplier: 100% service levels achieved and delivery times are halved

“hba’s approach galvanised our organisation and gave us major improvements in our performance”

MD, Cold Drinks Supplier

Our Customer

A world leading supplier of cold drinks.

The Project

As part of the world wide strategy to ensure near-to immediate availability of the product, senior management had identified the supply and placement of vending machines as a key step to securing growth in market share. Improving service levels and reducing delivery times was seen as a vital step forward in this fiercely competitive market

The Objectives

To raise service levels on the supply of vending machines from 70% to 95% and reduce the delivery time by 25%

Our Approach

By means of a Rapid Supply Chain Review – a short term systems analysis and redesign based on hba’s Late Configuration Concept – we developed a brand new planning and processing concept.

The new business model was based on the principle of being able to satisfy any demand at any time, regardless of the forecast. It works by linking the replenishment of finished stock to a structured decision tree and contribution matrix for selecting both model and supply channel. This solves the problem of poor finished stock availability and ensures the client is making the best use of his investment in refurbishing operations.

What we delivered

On this ongoing project, the first trials have delivered results ABOVE TARGET:

- **Delivery Time reduced by 54%**
- **100% Service Levels**

Senior management is so satisfied by these results that role-out is now underway and are committing themselves to the halved delivery time and 98% service levels.