

# Sonic Megastore

Case study

“Our customers spend less time waiting for deliveries – they love it.”



Sonic Megastore is West Yorkshire’s biggest independent electrical retailer, selling the widest range of top brand electricals from plasma/LCD TVs to washers, cookers and more. As a rapidly growing UK retail business, they needed a way to ensure efficient management of their delivery processes in order to meet their customers’ high expectations of accurate delivery times seven days per week.

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**Sonic Megastore is a growing company.** As our order volumes grew, we recognised that we were too reliant upon individual driver knowledge to plan delivery routes; this led to the undesirable situation of efficiencies and service standards being disproportionately dependent upon the particular driver at the time.

**What would take one driver four hours** to complete would take another six or even seven. Clearly, it was important that we standardised our routing processes and streamlined our entire delivery arrangements.

**Central to our desire to create additional efficiencies** was giving our customers a window within which to expect delivery of their goods. We value and respect our customers’ time and it was important that the delivery service we offered did not compromise those values.

**Since using Route Optimiser** to plan deliveries, we’ve seen a 20% increase in efficiency, by reducing man hours, completing deliveries faster, and using less fuel. Taking the cost of the service into account, by our estimation this means we’ll save around £10,000 in the first year alone.

**Our level of service improved greatly after just one day** using Route Optimiser. Suddenly we could give our customers two-hour delivery windows. Now they have to spend less time waiting for their deliveries. Our customers love it.

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**Parshotam Showan, Managing Director – Sonic Megastore**

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