

Vend online case study, Britvic

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Craig Burdock,
Britvic

Britvic increases overall vending efficiency by 10% with BT Redcare vend online.

Britvic is one of the UK's largest suppliers of soft drinks and wholly-owned soft drinks vending operations. Operating out of 13 depots and employing over 130 route-operators Britvic has made a substantial financial commitment to the vending channel as a critical part of their operation. A commitment which demonstrates that they recognise the profit potential of this distribution route to market, offering direct access to consumers for the Britvic product range, which boasts brand leaders such as Robinsons, Pepsi and Tango. As a result Britvic was one of the major companies to recognise the potential of telemetry as a tool for managing this investment to best effect, started working with Redcare in 2003. Britvic undertook a thorough evaluation of the telemetry available in the UK market and after much consideration decided to work with BT Redcare's vend online service. An initial trial of over 1400 machines supplied Britvic with sufficient evidence to take the decision to install the BT Redcare vend online system over their remaining estate within two years.

Britvic has improved efficiency through:

- The use of vend online machine activity updates for routing purposes has achieved an overall reduction in unnecessary visits by 10%.
- The route-operators use a hand held portable PC (XDA) which provides a paperless solution for fill data collection reducing manual data entry by 80%. The XDA also provides an accurate picking list for the operators, eliminating the first walk to the machine to establish what stock is required.
- Twice daily stock updates from the machines enable the warehouse team to replenish van stocks with greater accuracy reducing vehicle loads by up to 30%.
- A suite of sales reports enable Britvic management to identify their premium selling sites and top selling products, by machine, from which pro-active space to sales adjustments can be made, ensuring the optimum product mix is available.
- Alerts informing the control centre of machine faults help reduce machine downtime substantially. This is due to having real time visibility of faults which are identified promptly and attended to by the route-operator.

Craig Burdock of Britvic says:

'Delivering a hassle-free service to our vending customers is so important to us, ensuring the availability of our full range of brands at all times. Remote monitoring through vend online from BT Redcare is therefore crucial to consistently deliver this promise as it gives all the data we need, when we need it, to maximise sales, minimise downtime and in doing so makes the most effective use of our field operations team.'

BT Redcare has been the UK leader in remote monitoring technology in intruder and fire alarm systems for over twenty five years and introduced vend online for the vending industry over eight years ago. Operators gather as much or as little data as they need on each machine through a password protected and user-friendly internet interface either on a PC, laptop or PDA. Continuing development means that hardware costs – and the initial investment – have fallen by 30%. And day-to-day running costs typically work out at less than the value of a single vend per machine per day.

For more information and a demonstration of vend online please visit our website at www.redcare.bt.com or email redcare@bt.com



Offices worldwide

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