

Lidl UK Case Study



Facilitating Growth

Lidl UK has been growing at a significant rate for several years, 2014-15 coming in at 17.9% and taking market share to 4.2%. We have been able to support this growth by working with Lidl since 2012 at first with 1 vehicle at the Lutterworth DC:

DC	Year	Fleet
Lutterworth	2012	8
Weston SM	2013	3
Newton Ay	2013	2
Belvedere	2014	5
Enfield	2014	4
Northfleet	2014	30
Bridgend	2015	5
Runcorn	2016	2
Overall Fleet Size		59

We set up high quality solutions, quickly, efficiently and cost effectively to support our customers when they need it.

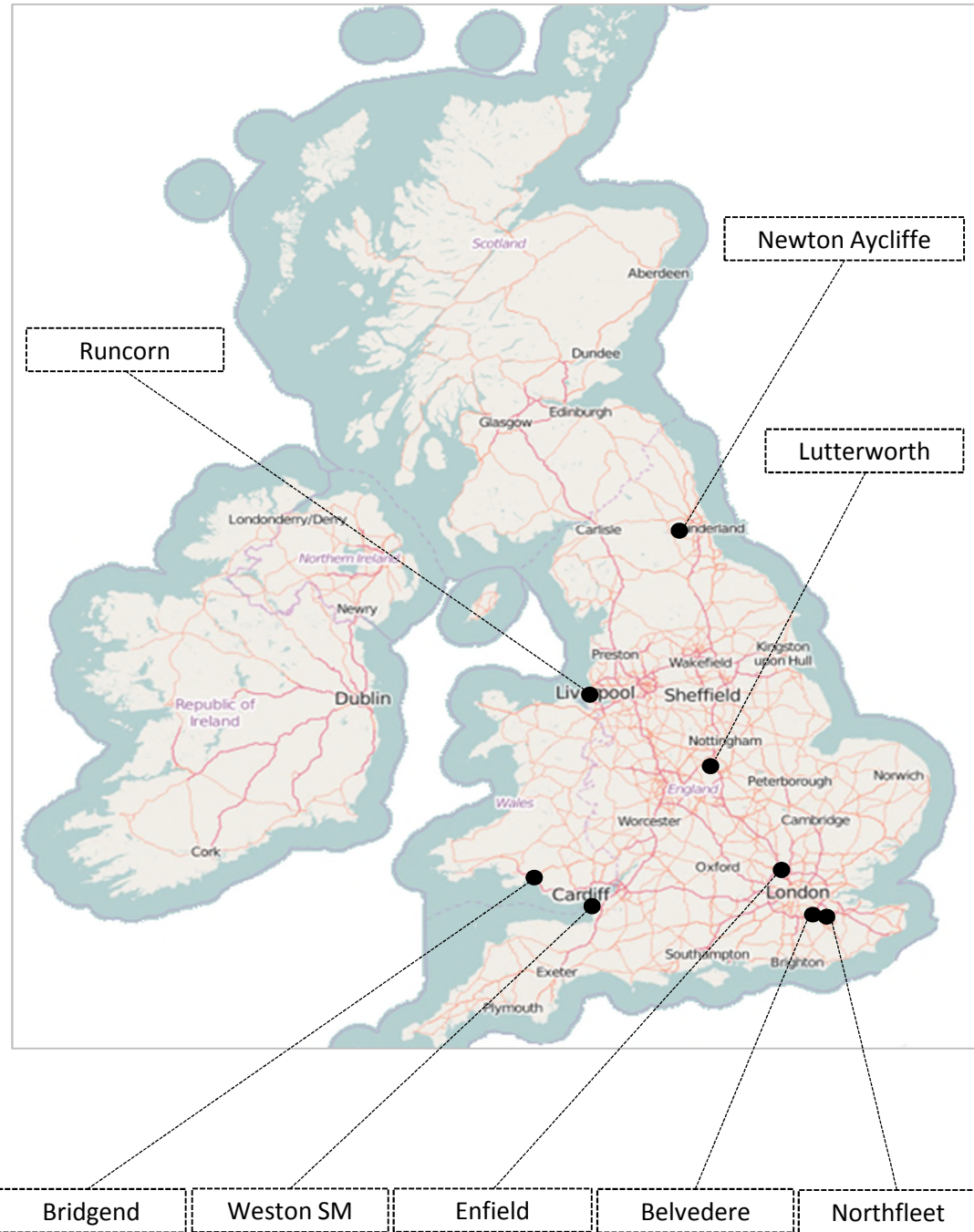
Effective Planning and Scheduling

We provide store delivery and waste collection services on behalf of Lidl. We have a modern fleet of 59 HGVs with dual evaporator refrigerated trailers to transport chilled, frozen and ambient stock to stores, to an exacting timetable.

We schedule our team of professional drivers through our Traffic Management System, CSL Live, ensuring full compliance with regulations whilst ensuring we always have capacity to fulfil any customer requirements.

Order information is sent through to our telematics system and the driver in the cab so they know exactly what they are doing and the most efficient route to take.

We have a bespoke scheduling system that ensures full compliance whilst helping our Operations teams to ensure that the customers requirements are carried out in full every day.



Fleet and Compliance Management

Our first priority is to operate safely, ensuring that our compliance systems and management are robust; providing an excellent continuity and reliability of service to Lidl.

Key Features

- All drivers employed by CSL
- Quarterly licence checks
- Telematics system integrated with our TMS - CSL Live
- Driver schedule does not allow shift allocation where EU / WTD rules do not allow
- Driver manifest sent from CSL Live into cab
- Driver walk-around check application
- Digi-Tacho integration through telematics
- Excellent maintenance record - Green operator (OCS)
- Driver manifest sent from CSL Live into cab
- Compliance Manager controls Health & Safety policy

Systems Integration and Reporting

Our operations teams can seamlessly control each vehicle by having access at all times to a vehicles location, eta at destination and up to date information on any road network delays.

Telematics data is fed back into CSL Live to confirm customer delivery and driver performance. Customers can access this data at any time through our portals or receive automated reports.

POD information is scanned and available to view through our system and thanks to the integration with telematics raising invoices for the work is automated.

We have access to extensive data on vehicle and driver performance that we utilise to continuously monitor and improve our operations. Improvement plans are developed and implemented by our management team.

Our systems and reporting ensures that customers have a full picture of our performance and we know the areas we need to focus on to improve service and reduce cost.

