Public group and Milkman Technologies

An omnichannel approach for handling unexpected times

Milkman Technologies impact: New delivery service added to Public MediaMarkt portfolio

Taxi drivers turned into couriers

60-100

Orders per day same-day and next-day

2500

Public Group is one of the top retail companies of consumer electronics, operating in Greece and Cyprus since 2005 and reaching its current form after a merger between Public and Media-Saturn-Holding GmbH MediaMarkt stores. The company owns 70 physical retail locations and 4 e-stores, through which it focuses on an integrated multichannel retailing model with over 100 million combined multichannel visitors.

During the pandemic, with Greece in full lockdown, and Christmas peak period approaching the demand for Public Group products skyrocketed. The number of orders tripled, and this sudden surge was impossible to be served from the existing courier service providers as this was the case for the whole market. All major players were dealing with fulfilment constraints and extremely high deliveries volumes beyond their capacity thus creating huge delays and backlogs.

As Public Group's priority is customer satisfaction, the Greek retailer could not afford having frustrated customers, especially during this particular period during which even a small gift could raise children and adults' moods and feelings.

Taxi drivers as Couriers

Public Group decided to play an active role by identifying a new delivery approach that could increase delivery capacity and thus guarantee on-time deliveries and, most importantly to meet our customer's expectations.

"We wanted to offer the best possible experience, despite what was happening": says **Olaf van den Brink, Chief Operating Officer at Public Group**.

"We needed to create additional capacity to satisfy high consumer demand and do it fast. So, we thought about using taxis. As tourism industry was inactive and with strict lockdown restrictions in place, taxi drivers were a resource immediately available and eager to collaborate with us. They had the vehicles and the knowledge to master the streets and Public Group the know how & means to use this untapped capacity. It was a win-win scenario. The only missing ingredient was how to bridge the gap between our demand and their capacity and enable this strategic collaboration as fast and securely as possible".

Turning stores into fulfilment centres

Milkman-Home Delivery Platform was the answer: **Milkman Delivery Dashboard** was the optimum tailor-made solution to such a puzzle. Along with its suite of mobile apps that were used to manage drivers (Milkman Driver App) and our fulfilment locations "it took **less than 2 weeks to get the entire operating model up and running**", continues Mr. van den Brink.

"Due to lockdown our stores were closed for customers and our main warehouses were already working at top capacity. So, we decided to convert 20 of our 70 physical stores into fulfilment centres, to utilize the stock in stores and our store personnel to unlock extra fulfilment capacity additional to our warehouse operations."

"**Milkman solution enabled us to turn the taxis into a dedicated fleet for delivering our orders**. Taxi drivers could now have all relevant information at hand provided by the **Milkman Driver App**", added Mr. van den Brink.

This App gives clear instructions regarding pickup and drop-off, smart route planning information, item positioning, customer notifications, doorbell geolocation.

Public Group was able to serve thousands of orders per day, using a transportation fleet that averaged 60 taxis and even well over 100 during busiest days. Deliveries were served same-day or next-day whereas courier companies were delivering with significant delays. "We felt like Santa Claus, saving Christmas for many Greek kids out there being able to deliver toys and other presents to kids (and their parents) before the Christmas holidays, making our customers happy!", stated Mr. van den Brink.

Adopting Milkman Home Delivery Platform, Public Group was able to leverage a full dedicated transportation fleet that would otherwise be left idle, answering to high consumer demand fast and with full control, and positioning their brand strongly compared to other market players that were delivering with a delay of more than 2 weeks. Public Group instead succeeded in delivering in less than 24h for large parts of their volumes.

Now that the emergency has gone, taxi drivers have gone back to driving citizens instead of goods. Public Group and Milkman have drawn a roadmap for the future: "We are using Milkman Technologies to inform our customers via notifications, about their shipments' status and we are planning to expand our collaboration on the delivery of our domestic appliances; bulky items that include installation services. All deliveries really need to find customers at home and they will benefit enormously by the **Milkman Tracking Page** to provide relevant info about consumer delivery preferences", concludes Mr. van den Brink.

Having customers at the centre of the business and being always on the lookout for innovative technology providers, as Public Group does, allows successfully managing complex and unexpected times answering customer needs/requests.

About Milkman Technologies

Milkman Technologies offers a cloud-based solution for logistics and transportation providers, granting full control and visibility of the transportation costs, process automation, information security, and digitization.

Born as a logistic carrier in 2015, Milkman experienced the challenges of an industry that relies on complex fulfillment networks supported by disjointed digital systems.

Overcoming these silos and inefficiencies became our main goal. Milkman is now a leading technology provider of logistics operations, counting with **€39 million in funding** and **20+ customers** across Europe.

Milkman Technologies has been named as **Sample Vendor** in the *2022 Gartner Market Guide for Last-Mile Delivery Technology Solutions*.

Milkman Home-Delivery Platform is certified and listed on the SAP Store.

Hear from our customers by scanning the QR code

SAP PartnerEdge Build

Milkman Home Delivery Platform

Milkman Technologies offers a **home delivery consumer-centric cloud solution**, empowering Logistics and Retail organisations to increase profitability, through **convenient and sustainable** delivery options.

Want to know more?

marketing@milkmantechnologies.com

www.milkmantechnologies.com

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