

Customer Case Study - Dicksons National Distribution

Dicksons is a confectionery Route Trade Wholesale Distributor. A family business founded in 1854, Dicksons have not only survived over 150 years of competitive business, but have grown and continue to do so.

Today, it is a recognised trendsetter in its industry: prepared to consider and implement new way to do business to ensure their competitive advantage is sustained. With over 3,500 customers and 2,250 active items and a turnover in excess of AUD \$30million, Dicksons is once again leading the way in leveraging their investment in technology and maximising their process efficiencies and people productivity.

AT A GLANCE

- 35% reduction in paper use
- Replace pre-printed forms
- Reports emailed automatically
- 25% drop in print volumes
- Quick & visible ROI
- Integration with ERP system

Business Challenges

Dicksons found that many of their key internal and customer-interfacing processes relied on repetitive and/or manual decision-making. Human error often led to unhappy customers (internal and external) and numerous, unnecessary telephone inquiries and follow up to resolve what was, in essence, an avoidable problem.

As competition in this marketplace is fierce and price sensitive, Dicksons decided to investigate the possibility of automating such processes and thereby reducing the exposure to such human error as well as increasing their response time, accuracy and cash collection processes.

Business Needs

Dicksons identified the following areas of immediate focus:

- More flexibility in forms / remove requirement for pre-printed stationery
- Ability to fax Purchase Orders to suppliers automatically
- Ability to supply copy invoices to customers before delivery arrives to allow cash customers to arrange cheques etc

The WilComm Solution

The WilComm solution was implemented with various modules configured to fully deliver on the needs of Dicksons and their clients, both internal and external. These included:

Print Module

- Invoices for 3 companies using 10 different forms being printed on both local and internet connected printers.
- Statements for 3 companies
- Basic "text" printing used for general reporting

Fax Module

Fax is now implemented to dispatch forms and text reports when required, including order confirmations to customers without email capability.

Email Module

Sending email with:

- "text in body" reports
- reports attached as TXT, CSV & XLS files
- reports attached as PDF image files
- Basic "green screen" text messages
- Receiving email with .csv files as attachments that are uploaded to the AS/400 automatically, then processed through the sales order & distribution management systems.

Further Benefits Gained

Having implemented these and seen immediate benefit, Dicksons quickly addressed the following areas of improvement utilising the same WilComm solution:

- Replacement of Invoice & Credit Note forms (350+ per day)
- Replacement of Purchase Order form
- Replacement of Debtors Statement form (2,000+ per month)
- Sending Excel Database updates (.CSV) via e-mail
- Receiving & process incoming .CSV sales order data

Business Benefits

Dicksons implementation of the WilComm document output management solution delivered significant benefits:

- Over 35% reduction in paper usage
- Almost 25% reduction in print volumes
- Increase in staff productivity
- Quick and visible Rol.

Since implementing the WilComm solution, Dicksons identified various other areas of the business that could return similar benefit. Wilkinson has now delivered Phase 2 of the implementation plan to address:

- Integrating auto-transmit requests for copy invoices and statements via Fax & Email
- Sending Sales Analysis reports via Fax & Email
- Sending Archive Reports & Forms to outside storage facilities
- Automatically dispatch Purchase Orders via Fax & Email
- Sending Catalogue and Promotions data to centralised Web Ordering Service
- Accepting incoming EDI / XML Data from various sources via email
- Automating distribution of Customer Specific Promotions
- Automating Statement + Copy Invoices for problem customers
- Integrating Field Reps Portable Ordering Devices through email

About Wilkinson Electronic Document Solutions Pty Ltd

Wilkinson Electronic Document Solutions is a developer of electronic document output management solutions to the SMB marketplace. Their solutions are found in the Manufacturing, Distribution, Automotive, Gaming, Shipping, Publishing and Technology based industries. Established in 1969, steady growth through focussing on delivering customer expectations has ensured reliable and knowledgeable support for their products. Wilkinson's head office is in Melbourne with agencies internationally.

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About Dicksons National Distribution

Dicksons offers a comprehensive range of services to trade route businesses around Australia. Whether you simply want to ensure timely delivery of your order, or require ongoing consultancy services, Dicksons can help. With a product offering that spans over 1,500 lines, in categories ranging from confectionery to biscuits and muesli products, Dicksons stock labels from local and overseas suppliers. With our experience, Dicksons can be relied upon for honest, practical, and knowledgeable advice.

Web: <http://www.dicksons.com.au>



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