



DSD / Hyper-Efficient / Perishable / Time-Temperature-Handling Sensitive / Multi-Stop

## Customer Profile: Lindt & Sprungli Chocolatier



### Start Date: August, 2000

*"Master Swiss Chocolatier since 1845".*

Today, Lindt is comprised of manufacturing sites in Switzerland, Germany, France, Italy, the USA and in Austria. You may also know them as Ghirardelli Chocolates.

Lindt had been utilizing several LTL carriers to distribute the temperature, handling and time sensitive products throughout the eastern U.S. However inherent problems including on-time delivery, product damage and cost were plaguing the distribution process. There has to be a better way, there was.

### Why Lily?

Lily was chosen because Lily engineers were able to design a Dedicated Logistics System that incorporated one carrier handling all shipments through the use of Dedicated-Trained drivers, Temperature controlled equipment and the capability to respond to an increase of 600-1000% demand volume during the peak, retail sales critical holiday period.

- Regular Deliveries to all Lindt retail stores with dedicated, specialized temperature control equipment

- Additional Peak-Period Deliveries with specialized vehicles to regular stores
- New Deliveries to new (seasonal only) stores with specialized vehicles via Lily's unique FlexFleet capability
- Budgeted Cost per Delivery

### System Architecture: 24x7

- Lily Management:  
1 Lily Manager dedicated to Lindt Chocolatier
- Dedicated Drivers: 4 Full Time
- Dedicated Core Tractors & Trucks:  
4 Core Trailers: 3 Refrigerated
- Flex Fleeting: 15 Additional Lily Drivers, 10 tractors, 5 Refrigerated Trucks and 10 Refrigerated Trailers to handle seasonal volume spikes

### Lily Management Responsibilities:

- Drivers and Productivity
- Store Delivery Service level
- Equipment Utilization
- Back-haul pickup

*Continuously Improving Supply chain Efficiency and Integrity*



Standardized Continuous Improvement process utilized since 1987

## Our Process Delivers Performance

### PDCA

results in seamless implementation - transition systems results in continuous improvement (lower cost)

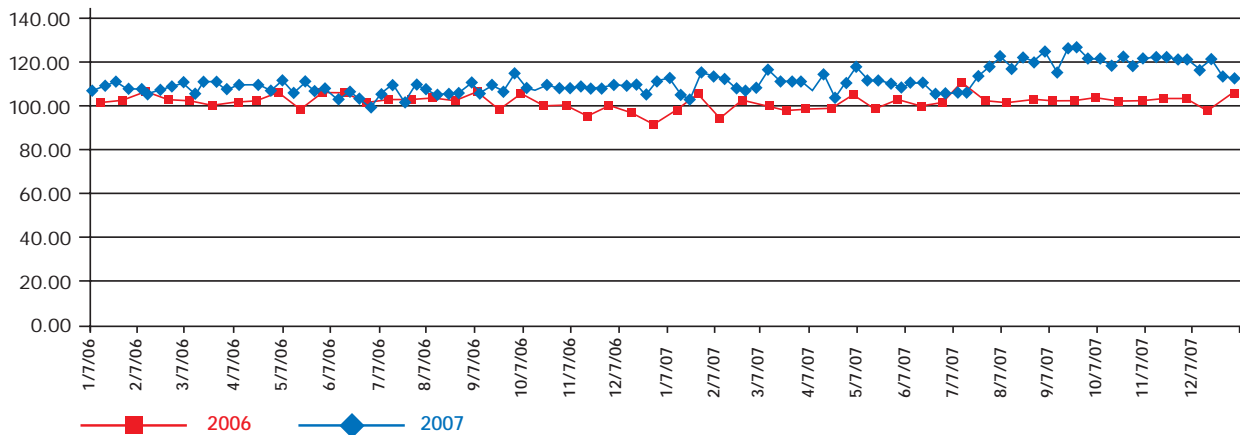
### Key Performance Indicators

to continuously track & analyze cost and service levels provides "readily-available" data for ongoing PDCA process

### Continuous Improvement Methodology

results in seamless transitions from private fleet, or other carriers, to Lily

### MSF - Manufactured Square Foot per Load (Sample)



### Performance Measurement System

An effective performance measurement system is the early warning system for problems. Lily's computer based performance measurement system provides reports that monitor our performance quality and supports the decision making process that is found in driving out cost and waste. Lily tracks the following performance measurements and can tailor any measurements to your specific operation:

- On-time versus standard
- Delay time at customers, over standard
- Number of empty miles
- Miles per gallon
- Miles per truck
- Driver productivity
- Delivery overage, shortage, and damage
- Number of drivers per vehicle
- Cost per unit
- Cost per delivery

### Delay Costs (Sample)

