



Citylink's "Consumer Durables" Solution

Executive Summary

The customer is a 93 year old Japanese multinational air conditioner manufacturing company, a global leader in the manufacturing of commercial-use and residential air conditioning systems. Backed by the superior technology they provide a wide range of energy efficient air conditioning solutions to the Indian customers. Robust growth was forecasted in India's air-conditioning market and the customer intended to further increase their market share of residential and large-scale projects.

Challenges

We can witness the complexity of this market in the urban cities, where 67% of the consumer durables sales occur and which is why the transportation of this plays an important role. A reasonably established brands will have more than 100 dealer points to services across the city. In this scenario few of the key challenges are mentioned below:

- To service the summer sales surge
- Make direct delivery to customer site on few cases
- Extend service even at unplanned time of the day

Process

The process involved some of the most complex network planning for within city transportation as we had to maximized the vehicle utilization with just a few vehicles. We could consolidate the routes and establish a vehicle route network, understanding customer interests. Giving delivery access to remote and delivery unfriendly destinations, we could cater to the whole city for such a larger distributor base. One Tata ACE and an Eicher Canter was provided to larger requirement.

Services included:

- Warehouse to dealer points and store across Bangalore

Result

We were able to provide a superior services

1 Distribution center

150+ Distributor Points



Tata ACE



Eicher Canter

4+ Years Engagement

22% Increase in Drop points