

DAIRY · PRODUCTION AND INSTITUTIONAL SUPPLY

Every crate through the gate, accounted for: a dairy moves off phone orders

How a large dairy farm and factory supplying hotels, function halls, schools and colleges moved from phone orders to a customer ordering app, with gate passes, routed deliveries and returns that reconcile.



Illustration for this case study. It is not a photograph of the customer.

INDUSTRY

Dairy farm and factory

PRODUCTS

Milk, curd, paneer and other dairy products

SUPPLIES TO

Hotels, function halls, schools, colleges

USERS

Operations, accounts, gate and delivery teams, and customers

PLATFORM

Stock2Track, with a customer ordering app on Google Play

CUSTOM WORK

Production, packaging, orders, gate passes, routing, delivery tracking, returns

The business

The customer is a large dairy farm and factory. It produces milk, curd, paneer and other dairy products and supplies them to hotels, function halls and large institutional kitchens such as schools and colleges.

These are customers who order regularly and in quantity, and who depend on the delivery arriving, complete, when their kitchen needs it.

The challenge

- The business wanted firm control over what comes in through the gate and what goes out of it.
- Orders were taken over the phone. Human errors crept in, deliveries were missed, and customers were unhappy.
- Returns complicated the accounts. The accounts team was taking longer and longer to reconcile and settle with each customer.
- Orders, changes and cancellations were scattered across calls, with no single place to see them.

Customer app

orders placed, and changed, by the customers themselves

Gate passes

what comes in and what goes out is recorded

Returns

accounted against the customer they came from

Customers see their order, change it before it ships, and track it to their door.

What moving from phone orders to the Stock2Track app meant for the dairy's customers.

What CatchUs built

CatchUs customised Stock2Track to follow the product from the day's milk to the customer's kitchen, and put ordering directly into the customers' hands.

01

Production and packaging

Stock2Track was fitted to the dairy's own process, from the milk produced to the packaged products ready for dispatch.

02

A customer ordering app

Every customer is asked to download the app from the Play Store and order there. They can see exactly what they have ordered and change it before it ships.

03

Gate passes, routing and delivery

Everything leaving is recorded on a gate pass, vehicles are routed, and each consignment is tracked until it is delivered.

04

Cancellations and returns accounted for

Last-moment cancellations are tracked so the right quantity goes out, and returned items are recorded against the customer's account.

How an order travels now

STEP 1

Order

The customer orders in the app, and can edit until it ships.

STEP 2

Pack

Products are packed against the confirmed orders.

STEP 3

Dispatch

Out through the gate on a gate pass, on a routed vehicle.

STEP 4

Deliver

Tracked to the customer, with any returns recorded.

What changed

- Customers can see what they ordered, change it before it ships, and track the consignment until it arrives.
- The operations team manages every order in one place, and found their work far easier.
- Last-moment cancellations are tracked, so the right quantity is delivered.
- Returned items are properly accounted for, which was the very thing that used to slow reconciliation down.

Still taking orders over the phone?

CatchUs has its own engineering team. We build Stock2Track around your production, your gate and your deliveries, and give your customers an app of their own.

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